

668.5

JULY, 1952

IN TWO SECTIONS
SECTION 1

the American Perfumer

and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

OPEN her eyes and her purse with a smart, crystal clear Maryland Glass bottle or jar, styled for sales. A wide variety of classic designs in a complete range of sizes is constantly in stock at Maryland Glass, ready to ship to you.

But you get more than sales-provoking style and stock prices in Maryland Glass . . . you get strength. These bottles learned to "take it" in filling and labeling machines 'way back on the drawing board. They're practical all the way.

Send for samples and prices. Ask for any of the styles shown below by name or tell us what you pack and what sizes you sell and we'll suggest appropriate designs. Maryland Glass Corporation, Baltimore 30, Maryland.



pack to attract in
maryland glass

SMART DESIGNS FOR SELLING





Since 1893 a leader among Manufacturers,
Importers and Suppliers of Basic Materials
for Perfume and Perfume Specialties



Ungerer
✠ *& Co.*

161 Sixth Ave., New York 13, N. Y.
Plant and Laboratories: Totowa, N. J.

CHICAGO • BOSTON • PHILADELPHIA • ST. LOUIS • LOS ANGELES • ATLANTA



MYSORE **SANDALWOOD OIL**

SINCE 1913, when the Mysore Department of Industries was instituted, the industrial and agricultural development of Mysore has gone steadily ahead. Plans to develop Mysore's vast resources will continue a record of progress that has earned for Mysore its proud title of "The model state of India."



One of the most famous of Mysore's many products is Sandalwood—Santalum Album (Linné). Obtained from selected Mysore heartwood, Genuine Mysore Sandalwood Oil, distilled at our Linden, N. J., plant, is the chosen standard of purest quality by all leading Perfumers.

"The Oldest Essence Distillers"

W. J. BUSH & CO.

INCORPORATED

Essential Oils • Aromatic Chemicals • Natural Floral Products

19 WEST 44th STREET, NEW YORK 36, N. Y. • MUrray Hill 7-5712

LINDEN, N. J. • NATIONAL CITY, CALIFORNIA • LONDON • MITCHAM • WIDNES

July, 1952 1

2668,051
A512

American Distilled Oils

Produced at our Brooklyn Factory

OILS

CLOVE
NUTMEG

ORRIS LIQUID, Conc.
STYRAX
CASCARILLA

BALSAM PERU
CELERY
GERANIOL
CITRONELLOL

OPOPONAX
PIMENTO
OLIBANUM
SANDALWOOD
PATCHOULY

also LINALOOL • CITRAL • EUGENOL • RHODINOL

RESIN LIQUIDS

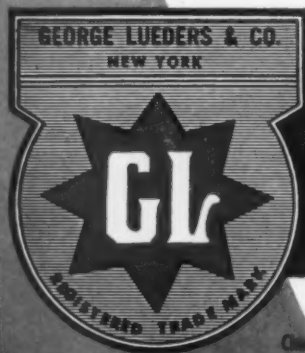
OLIBANUM
LABDANUM
OPOPONAX
ORRIS

BENZOIN

STYRAX
BALSAM PERU
BALSAM TOLU
TONKA

Essential Oils • Aromatic Chemicals • Perfume Materials • Colors

66 OFFERING ROSE ABSOLUTE
*Years of continuous quality service—
suppliers and manufacturers of—
Essential Oils • Aromatic Materials • Flavors*



GEORGE LUEDERS & CO.

427 WASHINGTON ST., NEW YORK 13, N. Y.

Chicago • Los Angeles • San Francisco • Montreal • Philadelphia • Toronto

Established 1885

J. H. MOORE

President

HARLAND J. WRIGHT

Vice-President

WM. LAMBERT

Editor

M. G. DE NAVARRE

Technical Editor

M. B. JACOBS

Flavor Editor

JOHN H. MULLER

Advertising Manager

CHICAGO

Peoples Gas Building, Room
1326, Chicago 3, Ill. Harrison
7-7272

LOS ANGELES

McDonald-Thompson, Charles
D. Eidson, 3727 W. Sixth Street,
Los Angeles 5, Calif. Dunkirk
7-5391

SAN FRANCISCO

McDonald-Thompson, 625 Mar-
ket Street, San Francisco 5,
Calif. Yukon 6-0647EDITORIAL AND EXECUTIVE
OFFICES48 W. 38th St., New York 18,
N. Y. L'Engacre 5-3320

PUBLISHED MONTHLY by Moore Publishing Company, Inc. Publication office: Emmett St., Bristol, Conn., U.S.A. Editorial and Executive Offices: 48 W. 38th St., New York 18, N.Y. J. H. MOORE, President; J. H. MOORE JR., Vice President and Treasurer; HARLAND J. WRIGHT, Vice President and Circulation Director; MARC MACCOLLUM, Vice President; F. W. Nolting, Secretary. Subscription Rates: U.S.A. and Possessions and Canada, \$3.00 one year; 50 cents per copy. Foreign, \$5.00 one year. Entered as second class matter, January 12, 1950, at the Post Office at Bristol, Conn., under act of March 3, 1879.

Moore Publishing Co., Inc., is publisher also of Advertising Agency, American Printer, Gas Age, Gas Appliance Merchandising, Industrial Gas, LP-Gas, Laundry Age, and The Laundry Manager.



Cable Address: Robinpub, N. Y.
Volume 60, Number 1 (Copyright
1952, Moore Publishing Co., Inc.)



American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

Established 1906

CONTENTS

JULY 1952

Research

- Oil from Evergreen Trees Jules Saman 19
Characteristics of oils produced from various species
- Odor Problems in Aerosols J. H. R. Stephenson 22
Suggestions to obtain more satisfactory results
- Chlorophyll in Dentifrices Louis C. Barail, M. D. 23
Superiority over plain dentifrices of same formula
- Action of Oxidation Hair Dyes Dr. R. Heilgotter 25
Genuine hair coloring by oxidation dyeing

Production

- How to Correct Electric Motor Troubles E. W. Fair 33
Maintenance suggestions to secure utmost efficiency
- Nomenclature of Flavor Materials Morris Jacobs, Ph. D. 45
Value of and necessity for proper nomenclature
- Another Viewpoint on Vanilla Robert Rosenbaum 48
Suggested approach to problems of vanilla bean users
- How to Improve the Quality of Liquid Soaps Paul I. Smith 53
How sequestering agents improve quality

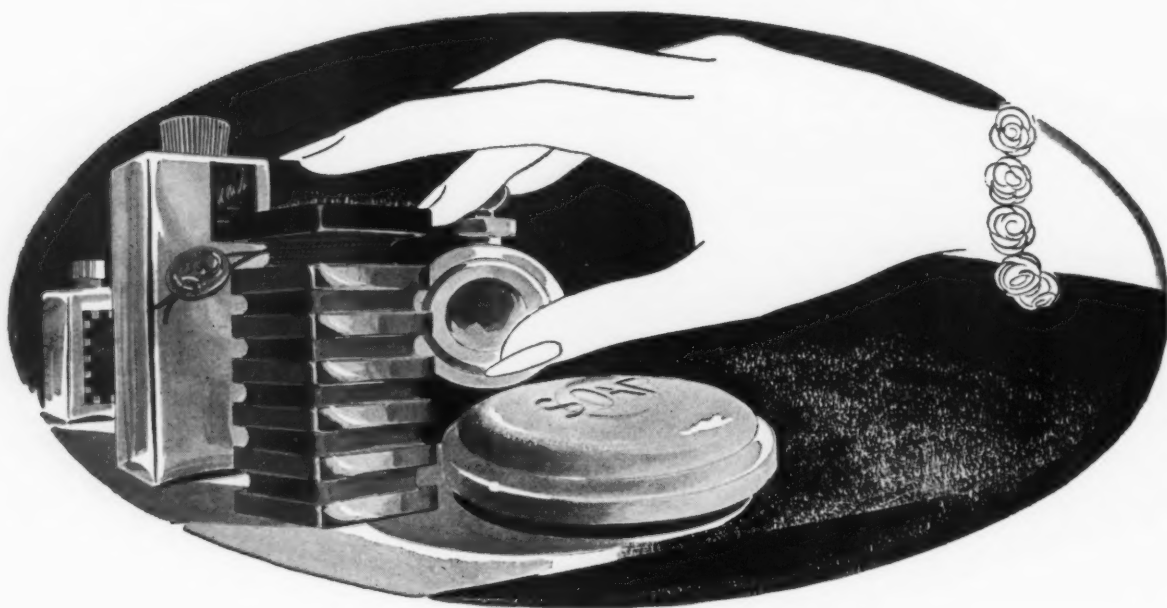
Management and Sales Promotion

- Trade Mark, Patent and FTC Rulings Albert W. Gray 51
New trade marks, patent proceedings and FTC rulings
- What the Retail Buyers Report 35
Reports from principal commercial centers of U. S.

Regular Features

- Desiderata Maison G. de Navarre 15
- Questions and Answers 17
- The Editorial WE 41
- Hints for Improving Production 33
- New Products and Developments 32
- New Packaging and Promotions 29
- Flavor Section 45
- Soap Section 53
- News and Events 57
- Market Report 71
- Prices in the New York Market 73
- Index to Advertisers 76

MAKE CONSUMER ACCEPTANCE A "SURE THING"



DON'T COMPROMISE ON QUALITY!



There's a profit reason why the nation's leading producers of soaps, cosmetics and toiletries rely on VERONA as a primary source of aromatic chemicals and specialties. These leaders know that they can always bank on VERONA for the stable, high quality raw materials that best assure acceptance of their products at the POINT OF SALE — proving ground of quality!

YOU, TOO! VERONA bases will enable your products to retain their freshness of fragrance from manufacture to ultimate consumer.

Send for **COMPLETE** catalog . . . listing our wide range of raw materials **PROVED** by the **LEADERS**.

Sole representatives in the United States for
J. & E. SOZIO, GRASSE, FRANCE

RESINOIDES OF: Mousse de Chene Absolute
Mousse de Chene Brut • Olibanum • Styrax
Tolu • Opoponax

**CYCLAMAL • FLORANOL
CUMIN KETONE • AMUSKAL
ALDEHYDE E-371A • IONONES
AND many other fine specialties**

VERONA

AROMATICS DIVISION

VERONA CHEMICAL COMPANY • NEWARK, NEW JERSEY

Genaria

Modern-Aldehydic

\$18⁰⁰ PER POUND

ESSENTIAL
OILS

Lathyre

A Heavy Floral

\$16⁰⁰ PER POUND

PERFUME
BASES

Amilah

Exotic Oriental

\$14⁰⁰ PER POUND

AROMATIC
CHEMICALS

SPECIALTIES

ROUBECHÉZ, Inc.

8 EAST 12th ST. NEW YORK 3, N.Y.



FOR Superior QUALITY

FOR Unmatched CLARITY

FOR Consistent UNIFORMITY

8 OUT OF 10 BUY...

EXCHANGE OIL of LEMON

When any product sells four times as well as all of its competition combined, that's a sure sign of quality. No product can hold such a dominant sales position year in and year out unless it fulfills all of the exacting requirements of thousands of quality-conscious buyers. Exchange Oil of Lemon does just that... with a consistency and regularity that have made it the standard in its field. So little Lemon Oil goes so far, why risk buying anything but the best?

Always specify it by the brand name when you order—

*Distributed in the United States
exclusively by*

FRITZSCHE BROTHERS, INC.
76 Ninth Avenue, New York 11, N. Y.

DODGE & OLCOTT, INC.
180 Varick Street, New York 14, N. Y.



SUNKIST GROWERS

PRODUCTS DEPARTMENT
ONTARIO, CALIFORNIA

Producing Plant:
Exchange Lemon Products Co.
Corona, California

Since 1768



Engraving eighteenth century

Founded in the glamorous period preceding the French Revolution, the House of Antoine Chiris has, since 1768, stood for high quality standards in the Essential Oil and Aromatic Industries.

Its exclusive occupation since its inception is producing of Essential Oils, Floral Absolutes and Aromatic Specialties—from materials garnered the wide world over, many grown on Chiris' own plantations.

THE INTEGRITY OF CHIRIS PRODUCTS HAS WITHSTOOD THE TEST OF TIME.

GRASSE PARIS NEW YORK LONDON SAO PAULO

In each city there is a Chiris organization pooling all the experience and technical resources of nearly 200 years of activity in the world's Essential Oil and Aromatic Industries.

We regard it as a privilege to consult on your aromatic problems. Our creative laboratories are at your service.

ANTOINE CHIRIS Co., Inc.

119 WEST 57th STREET, NEW YORK 19, N. Y.

GRASSE • PARIS • LONDON • SAO PAULO



If cost fluctuations give you a
HEADACHE

Try our excellent substitutes

**BERGAMOT SRD EXTRA
GERANIUM 1621 IMITATION
YLANG YLANG TAMATAVE
SUPERIEUR**

ROURE-DUPONT, INC.

ESSENTIAL OILS, AROMATIC CHEMICALS AND PERFUME BASES

GENERAL OFFICES

366 MADISON AVENUE, NEW YORK 17, N. Y.

CHICAGO BRANCH
510 NORTH DEARBORN

LOS ANGELES BRANCH
5517 SUNSET BOULEVARD HOLLYWOOD

SOLE AGENTS IN UNITED STATES AND CANADA FOR

ROURE-BERTRAND FILS et JUSTIN DUPONT

GRASSE (A. M.) FRANCE

ARGENTEUIL (S. & O.) FRANCE

Emulsifiers

TEGACID

Tops Them All

For ease of use
For dependable results
For solving difficult problems

Glyceryl Monostearate—Acid Emulsifying. For anti-perspirant—deodorant creams, lotions and ointments—all greaseless, medicated formulations. If you don't yet know about TEGACID, write for Complete technical data and formulae.

Tegin

Glyceryl Monostearate—Self Emulsifying. For neutral greaseless creams, lotions, ointments, suntan creams.

Tegin P

Propylene Glycol Monostearate—Self Emulsifying. For greaseless creams—brushless shave, foundation, suntan: lotions—foundation, suntan, cosmetic stockings: ointments.

Tegin 515

Glyceryl Monostearate—Non Self-Emulsifying. Used in conjunction with auxiliary emulsifiers.

Lanolin Absorption Bases

Protegin X Iso-lan

For Creams, Lotions and Ointments

PRESERVATIVES

Esters of Parahydroxybenzoic Acid

TEGOSEPT M TEGOSEPT E TEGOSEPT P
BUTYL TEGOSEPT BENZYL TEGOSEPT

ANTIOXIDANTS

PROPYL GALLATE

ETHYL GALLATE

Inhibit Rancidity, Preserve Flavor in Edible Fats

Complete Technical Data • Formulae • Available on Request.

G O L D S C H M I D T

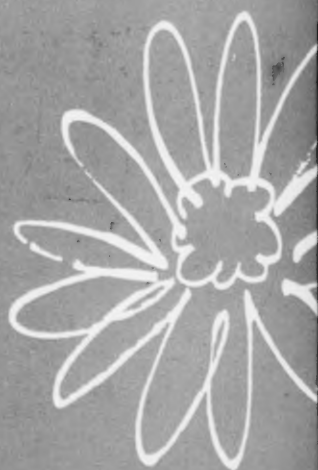
CHEMICAL CORPORATION

153 Waverly Place, New York 14, N. Y.

SERVING INDUSTRY FOR A QUARTER CENTURY

SALES REPRESENTATIVES

BOSTON • CHICAGO • LOS ANGELES • ST. LOUIS • MONTREAL • TORONTO





because of Givaudan's

**BROAD RANGE OF
FRAGRANCE MATERIALS...**

you have an unusual variety of chemicals
at your disposal. Hundreds of these materials are
Givaudan-made . . . a fact that enables our
perfumers to offer excellent counsel and cooperation in
their use for creative purposes.



"Yours For Quality
In All Things Fragrant"

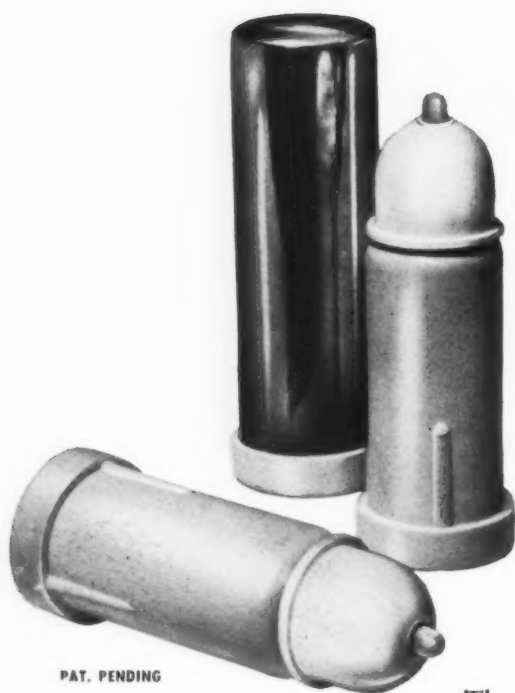
**Givaudan-Delawanna,
Inc.**

330 West 42nd Street, New York 18, N. Y.

Branches: Philadelphia • Boston • Cincinnati • Chicago • Seattle • Los Angeles • Toronto



The magic, purse-sized perfume flacon still making sales history is now joined by a new Richford Creation, also destined for fame.



**RICHFORD
TOUCH-N-FLO***

PURSE DISPENSER

*TRADE MARK

The one perfect purse container for Lotions, Cream Sachets, Liquid Soaps, and Deodorants, etc.

TOUCH-N-FLO will not leak, yet the contents flow easily with a gentle touch to the skin. Unbreakable plastic bottle and sure-acting dispenser handsomely covered with a snug gold metal cap. Contents 10 cc.

Write for Samples and Prices.

THE RICHFORD CORPORATION
251 FOURTH AVENUE NEW YORK 10, N. Y.



where

Fragrance

counts



count

on

Synfleur

Every type and variety of soap, cream, toilet preparation and cosmetic can benefit from the imaginative and creative skill of the Synfleur laboratory staff.

Original compositions and perfume specialties of all kinds can be developed in the Synfleur laboratories to solve any problem you may have — whether in modernization of old products or introduction of new ones.

Over 63 years of successful experience attest to the skill and efficiency with which Synfleur products are created and produced.



Synfleur **SCIENTIFIC LABORATORIES, INC.**
MONTICELLO, N. Y.

Founded 1889 by Alois Von Isakovics

ATLANTA • DETROIT • NEW YORK • HAVANA • RIO DE JANEIRO • MEXICO, D. F.
Chicago • Melbourne • Burma • Hong Kong • Bogota • San Jose
Ciudad Trujillo • Guayaquil • Guatemala City • Calcutta • Wellington
Managua • Panama • Asuncion • Manila • San Salvador • Montevideo

what's in a drop of perfume?

THE RADIANT SWEETNESS OF THE INGENUE....?



THE DRAMATIC APPEAL OF THE SOPHISTICATE....?





THE PROVOCATIVE CHARM OF THE COQUETTE....?

But to achieve the ultimate, intangible
effect, that drop of perfume must contain the creative genius and the scientific perfection
of the master perfumer and the purity of
dependable materials.

For creative assistance and the finest in
perfume materials, van Ameringen-Haebler, Inc.
stands able and ready to serve you.



van Ameringen-Haebler, inc.

521 WEST 57TH STREET, NEW YORK 19, N. Y.



Natural and Aromatic Materials...

Bases and Specialties for
PERFUMES, COSMETICS and SOAPS

Exclusive Representatives for
Tombarel Freres, Grasse

☆ Absolute Supreme Flower Essences

☆ Surfine Essential Oils

☆ Resinoids



Tombarel

PRODUCTS CORPORATION

12 EAST 22nd STREET, NEW YORK 10, N. Y.

Member of the Fragrance Foundation, Inc.

IN CHICAGO: A. C. Drury & Co. Inc., 219 East North Water Street

THE RIGHT COMBINATION...

for safe preservation
of fine products

Heyden

PARASEPTS®



Consider this combination of properties offered by the Heyden Parasepts (esters of parahydroxybenzoic acid), as preservatives to protect your pharmaceuticals, cosmetics and kindred products against costly losses through spoilage:

- High effectiveness against molds and bacteria.
- Extremely low toxicity confirmed by extensive tests.
- Non-irritating to the skin.
- Colorless, odorless, practically tasteless.
- Stable during heat sterilization.

And speaking of combinations, research has shown that the use of two or even three of the Parasepts together gives better protection against microbial contamination than an equal quantity of one ester alone. There are five esters available from which a choice can be made to suit your particular product.

Write today for the new technical bulletin on the Parasepts. Samples available promptly on request.



METHYL PARASEPT
(Methylparaben U. S. P.)

ETHYL PARASEPT

PROPYL PARASEPT
(Propylparaben U.S.P.)

BUTYL PARASEPT

BENZYL PARASEPT

Shipped in 100, 50 and
25-lb. fiber drums.

Serving Industry through Finer Chemicals

HEYDEN CHEMICAL CORPORATION

342 Madison Avenue, New York 17, N. Y.

CHICAGO • PHILADELPHIA • SAN FRANCISCO • DETROIT • PROVIDENCE

Benzaldehyde • Benzoates • Benzyl Chloride
Bromides • Chlorinated Aromatics • Creosotes
Formaldehyde • Formic Acid • Glycerophosphates
Guaiscols • Hexamethylenetetramine
Medicinal Colloids • Methylene Disalicylic Acid
Neomycin • Paraformaldehyde
Parahydroxybenzoates • Penicillin
Pentaerythritols • Propyl Gallate • Resorcinol
Salicylates • Salicylic Acid • Streptomycin



FOR FINEST
Sweet Almond Oil B.P.

ENTIRELY COLD-PRESSED



apply to

LANITIS BROS. LTD.,

P. O. BOX 286,

LIMASSOL - CYPRUS



NEW YORK REPRESENTATIVE
MESSRS. CALVERT MILLS CO.,

15-25 WHITEHALL STREET

NEW YORK 4, N. Y.

Desiderata

by MAISON G. DENAVARRE, F.A.I.C.

Delaney Committee Report

Congressman Delaney's Select Committee has just issued its first section of a five part report. The one issued is entitled "Fertilizers." The Committee announces that in its considered judgement, "the situation existing in the field of fertilizer does not reveal any need at this time for Federal legislation."

As this goes to press, a twenty page cosmetic report was approved by a poorly attended committee. It is expected that a report will be available from the government printing office by the end of the month.

It would be too much to expect this committee's report to be the same on cosmetics as it was on fertilizers. For while this reporter did not attend the fertilizer hearings, it was quite obvious throughout the cosmetic hearings that the cosmetic industry was going to get recommendations made to Congress for further "new drug" type of cosmetic legislation. Chairman Delaney and members of his committee periodically made statements to the contrary, but Counsel Kleinfeld was strictly gunning for the industry. While it is true that individuals who appeared before this committee were requested to do so, some that were requested did not appear because the committee didn't have sufficient time or for other reasons. . . .

One had the feeling all through the cosmetic hearings that the Committee had reached a decision even before the hearings were held and that the hearings were strictly window dressing for an F.D.A. demand for more legislation. And so with its "accomplished fact" the Committee proceeded to hear picked witnesses.

The industry, therefore, awaits a verdict that it has sensed right from the beginning.

Surfactant Shaving Cream

The idea of a cream shampoo can be carried forward into making a so-called synthetic detergent or soap-free shaving cream. Thus, by taking 40% to 50% of a sodium coconut alcohol sulfate paste, opacified and thickened with 5% of sodium stearate and 3% more or less of stearic acid with from 5 to 15% polyol humectant and completed to 100% with water, you will get a plastic mass that will give a lot of lather fairly well stabilized and that will be useful in hard water regions.

Aerosols

No one can criticize this department for not being progressive. Therefore, the comments about to be made on aerosols, as they pertain to the cosmetic industry, are not intended to be anything but constructive.

There is still need for much study on the kind of metal used in fabricating aerosol containers for cosmetics. Valves likewise require study and last, but not least, the general appearance of the container lacks the aesthetic qualities that are part and parcel of cosmetic products.

Rumors are heard from various angles that new shapes and that even glass is being used in experiments. The company that comes up with something akin to a nice cosmetic package that is inert to most cosmetic formulations at a price that allows for normal markup, is in for a lot of business.

Not to be underestimated is the need for proper formulation of the package contents. The solvents that



M. G. deNavarre at work in his laboratory

are compatible with the useful propellents are quite limited where toilet articles are concerned. All these things have added up to nothing but a continual headache in the cosmetic industry so far as this department has been able to learn.

Solid Cologne

Many will recall the litigation on the use of the word "solid" in conjunction . . . with stick cologne. Not having been involved in it, we don't know what the defendants used as prior usage.

However, in going through some early issues of *Soap, Perfumery and Cosmetics*, I find on page 787 of the September, 1939 issue, a heading "Solid Cologne and Its Problems."

Fortunately, the word "solid" was not allowed a trademark and so it can be used by all.

Plastic Pipes, Etc.

This department gets a number of inquiries for information on plastic pipes and similar things, that do not react with chemicals.

There are a variety of plastic pipes to choose from. Among them being a vinylidene chloride (saran), modified vinyls (tygon), polyethylene, styrene or butadiene copolymers with acrylonitrile and others from straight polyvinyl chloride.

Metal sensitive materials can be transported through such pipes (which often come in from 1/2 to 2 inches in diameter). Saran lined metal pipe is available too, not forgetting Pyrex glass pipe, though plastic pipe is easier to handle in some respects.

SYNTHETIC FRAGRANCES

to challenge the
genius of nature!



Unsurpassed for quality and
uniformity . . . D & O Replacements
faithfully reproduce the fragrance
and characteristics of the natural
product — at a far lower cost.

Trial quantities, detailed
information on request.

Oil Bergamot Synthetic

Oil Vetivert Synthetic

Oil Patchouly Synthetic

Orris Concrete Synthetic



DODGE & OLCOTT, INC.

180 Varick Street • New York 14, N. Y.

REG. U. S. PAT. OFF

SALES OFFICES IN PRINCIPAL CITIES

ESSENTIAL OILS • AROMATIC CHEMICALS • PERFUME BASES • FLAVOR BASES • VANILLA

Polyethylene bags are also available for use in lining ordinary metal drums—but don't try mixing in them as with an electric mixer, or the bag will end up torn and wrapped around the mixer shaft. It is great for storage and for some kinds of shipping operations. Liquids can theoretically be shipped in polyethylene bags, but any shipments seen by this writer usually show the bag to have burst in trans-

sit. Apparently, the head space which must be left in the drum causes bursting of the bag if the drum is dropped.

Theoretically, metal coated with plastic should serve the purpose well. However, this has apparently not been practical for there is no reliable method for coating metal with plastic. Saran however has been fused to metal pipe successfully.

that you may be able to help us with our cold wave lotion problems. We compound cold permanent wave lotion for beauty salon use, using distilled thio (7%) bringing it to a pH of 9.3. We wish to introduce a self-neutralizing cold wave lotion for beauty salon use. We know that a manganese salt is employed to act as a catalyst, we do not know which salt is used nor in what percentage. We would appreciate any information on this including sources of literature. Is potassium bromate or sodium perborate monohydrate better to use for liquid neutralizers? Is it necessary to include an acid?

C.P.C., Maine

Questions and Answers

960: Using Paraphenyldiamine

Q. I should be much indebted for your advice in the following matter. As you know hair dyes in Europe are made of paraphenyldiamine or amidophenol or of derivatives. I am aware that these substances are prohibited for the production of hair dyes in America and therefore I should like to know on what basis the American manufacturers make the dyes for hair and eyelashes. I should be grateful if you would refer me to literature in accessible books or trade journals.

O.H., Sweden

A. Paraphenyldiamine and related compounds are allowed to be used in America for dyeing hair, but not eyelashes. If any eyelash dyes are still on the American market, our understanding is that they are based on silver sulfate. The American Perfumer carried two articles by Winter on hair dyes several years ago. Please consult your earlier issues for these articles. There are no trade journals on the subject itself. There is a book on hair dyes by Redgrove and Foan which you can obtain from the book department of The American Perfumer.

961: Hair-Straightening Cream

Q. Since the new "Shadow Wave" has come out, one of our accounts requests us for the manufacture of such a preparation in cream form. It is to be designed not to curl but to straighten the hair of colored persons, without the need for neutralizing. As we understand it, the action of the thioglycollate is to soften the hair, to make it pliable. Then when curlers are used it dries to curls, and if nothing but combing is applied, it will dry to straight

hair-strands. I trust that I am correct in this conclusion. C.H.I., N.J.

A. We are sure that you must realize the expense involved in a development of a product like "Shadow Wave" and as a result the knowledge is either secret or patented, or both. Therefore, we don't see how you can possibly offer anything to your client who wants a product of this type for either waving or straightening hair without doing a lot of work yourself.

962: Ingredients Patented

Q. We are interested in manufacturing an ammoniated chlorophyll tooth paste similar to the new Ipana. We would appreciate your sending us a basic formula for this. We would also like you to give us sources of supply on the special items used in this product.

M.C.P., Ohio

A. We are unable to supply you with a formula for an ammoniated chlorophyll tooth paste because the use of chlorophyll for such purpose is patented. In addition, ammoniated dentrifices are patented. You would, therefore, have to be licensed by at least two different people before you could proceed with your experimental work. If you want to do this, contact the Rystan Co., Inc., 7 MacQuesten Parkway, N., Mt. Vernon, New York, for a chlorophyll license and Dr. Robert G. Kesel at the University of Illinois, College of Dentistry, Chicago, Illinois, who is one of the patentees on ammoniated dentrifices.

963: Self-Neutralizing Wave

Q. We are taking this opportunity to write to you again in the hope

A. The use of manganous salts as catalysts in self-neutralizing cold wave solutions is patented. Both potassium bromate and sodium perborate monohydrate are used as neutralizers. Only the bromate is used in a compounded liquid neutralizer. Of course, when used dry both are dissolved in water before use. An acid is not required for these products although sodium metaphosphate is used with the perborate.

964: Cream, Liquid Shampoo

Q. I would appreciate very much if you could advise me of the names of some of the cleansing detergents that are used in the cream shampoos and liquid shampoos. I also would appreciate your suggesting one or two formulas for a cream shampoo or liquid shampoo.

P.S., N.Y.

A. We are enclosing a reprint of an article that covers the subject quite completely. A liquid cream shampoo can be made from an alkyl sulfate cream shampoo, using from one to five per cent of magnesium stearate as opacifier and reducing the alkyl sulfate to 25%, the balance consisting of water, color and perfume.

965: Cream Rinse Formula

Q. Please give me a workable formula for a cream rinse. L.P., N.Y.

A. A cream hair rinse can be made from a formula consisting of 10 to 15% of a cationic surfactant, the name and supplier of which go under separate cover. You may want to add from 1 to 5% of a non-ionic material such as a higher alcohol, glycerol monostearate, and the like. The procedure for manufacturing is described under question number 935 in the March 1952 issue of The American Perfumer.



...un dangereux parfum
Nagent autour de son corps brun.

Essential Oil from Evergreen Trees

North American evergreen trees yield useful oils. . . . Characteristics of white cedar leaf oil, black spruce oil and balsam fir oils. . . .

JULES SAMAN*

FROM Maine to Oregon, from New Brunswick to Vancouver Island, forests of evergreen trees stretch like a green ribbon from the Atlantic to the Pacific. The very thought of them conjures up in our minds the picture of a log cabin amidst pines on the shore of a cool lake, or perhaps reminds us of a rustling trout stream in the early hours of the morning, when the dew is wet on the leaves, and the "Brownie" rises to the fly to strike with lightning speed.

Yes, the forest tells a story of beauty and peacefulness. It is also one of the most prolific sources of raw materials to feed man's industrial machine. From the forest comes the newsprint for our papers and magazines, cellulose for many of our plastics and artificial fibers. The forest supplies the lumber for our houses, the ties for our railroads and the poles for our telephone lines. Even the Lignin, which holds the cellulose fibers together to form wood is turned into Vanillin. The bark of Hemlock supplies tanning extracts. All these applications, nevertheless, involve only the trunks of the trees. Millions of tons of branches are discarded every year as waste, and they form a great fire hazard in the woods. And yet, these branches from the evergreens contain desirable essential oils.

Unfortunately, remoteness of the locations, where trees for pulp or lumber are cut, makes it impossible to utilize more than only a tiny fraction of the enormous



Trees growing on rocky soil produce most oil.

amount of botanical material available. The removal of the logs does not depend on roads. They can be floated down a river, or dragged out of the woods to the nearest road by a horse. The branches, however, which are to yield essential oils, cannot be handled in this fashion. They must be loaded on trucks or wagons and, therefore, nothing can be done without some sort of road. Easy access to a plentiful supply of branches is the sine qua non for the commercially successful distillation of these oils.

Another limiting factor to the production of these oils is the yield; for only a few species contain enough of the essential oils to make extraction profitable. These species are White Cedar (*Thuja occidentalis*), Black Spruce (*Picea Mariana*), Hemlock (*Tsuga canadensis*) and Canada Balsam (*Abies balsamea*).

Yield of Oil

It is difficult to give definite figures for the yields even from these species, since the percentages mentioned by the various workers vary greatly. The reason for this discrepancy is, that a great many factors de-

* Watertown, N. Y.

termine the amount of oil contained in the needles of any particular species of tree and, therefore, results obtained in the laboratory are never constant. In the case of actual commercial distillation, the method of preparation of the branches and the respective efficiency of the various distilling plants differ. These factors also contribute to the difference in the obtained yields.

The yields vary with the seasons, too. Most oil is obtained from January to March and another peak yield occurs in September and October. The lowest yields prevail in June, July and August reaching the lowest point generally in July.

During the Summer months it is important that the material be distilled without prolonged storage. However, branches cut in Winter may be stored in the open for even a few months, without loss of yield or quality of the oils.

Trees on high ground, growing perhaps also in rocky soil, produce more oil than those which grow in low, sheltered spots. Trees in low-lying swamps and growing close together give particularly poor results. A cold climate appears to contribute to a higher yield and a better oil. It is generally accepted that needles collected from young trees produce more oil than those from old trees. This is undoubtedly the case with White Cedar. In the case of Balsam Fir, however, we have found repeatedly that needles from old trees would yield nearly twice as much oil as the needles from young trees.

As mentioned before, the commercial yields are greatly affected by operational factors. Much depends on the way the branches are trimmed and how they are packed into the stills; on the amount and pressure of the steam supplied; on the efficiency of the condensers, and particularly on the design of the oil-separators.

Distillation

Finely cut branches will not only yield more oil, but this oil will also be of a better quality. Furthermore, the finely cut branches permit a more tightly packed

still, thus eliminating channelling of the steam. Such channelling of the steam results in an incompletely exhausted charge. The distillation of evergreen needles requires much more steaming than that of peppermint hay for instance, because the oil is enclosed in ducts within the tough needles. It takes much heat and time to liberate the oil from these capillaries. Were it possible to boil the charge submerged in water, recovery of the oil would be more rapid. This is impossible, however, in most existing distilling plants. Therefore, it is best to start off with low pressure steam and gradually increase the steam pressure in the advanced stage of the distilling process, so as to exhaust the needles as completely as possible and obtain all fractions of the oils. The initial low pressure steam will condense on the cold charge. This moisture will soak into the dry needles to some extent. The distillation is carried on to the point where the amount of oil coming over, balances the cost of additional steaming.

While the steam generated in the boilers varies in pressure from 20 lbs to about 100 lbs psig, the stills are not operated under pressure. The steam is expanded to atmospheric pressure before entering the stills. The reason for this is mainly practical, since most stills are constructed of wood and are not strong enough to be operated under pressure. A high pressure with increased temperature in the stills might also damage the oil. According to L. C. Jenness and J. G. L. Caulfield⁽¹⁾, however, "A slight increase of pressure over atmospheric was . . . found to give an increased yield without any apparent decomposition."

Condensers should be run fairly cool. It is true that the oil will separate more quickly from the water if the condensate is reasonably warm. There is a much greater loss of oil, however, due to evaporation at higher temperatures. This was found to be evident during visits to many small distilleries. One finds the air in the neighbourhood of these plants heavily perfumed with

(1) L. C. Jenness and J. G. L. Caulfield, "Recovery of Maine Balsam Needle Oil," University Press, Orono, Maine (1941), p. 10.



Roads are needed to transport branches.

the scent of cedar, spruce or fir, as the case may be. While it is quite pleasant, it is hardly profitable to the man, who owns the still.

The disadvantage of slower separation of the oil from the water at the lower temperature can be overcome partly by a properly designed oil-separator. This oil-separator is a piece of equipment, which is very sadly neglected in most of the smaller distilleries. The design of most separators is very faulty and, as a rule, they are much too small. This causes the water to flow through the separator at great speed and thereby to entrain much of the valuable oil with it to the waste-overflow. Also, the oil is not given enough time to separate from the water and rise to the top. A large separator with baffles, prevents the unnecessary loss of oil. In this way the water-oil mixture is forced to take a circuitous path through the separator; the speed of the water is reduced and the oil has sufficient time to rise to the top. It seems a pity that so much oil is lost through the neglect of this small detail, which a little care and very little expense would correct.

If the oil-water mixture, which emanates from the condenser, falls from any height into the oil separator, it will cause an unnecessary amount of turbulence. Consequently, the oil will mix much more intimately with the water and a large amount of it will remain suspended in the overflow water in the form of tiny droplets and be lost with this waste-water. Besides this loss of oil through suspended droplets, some oil is also in true solution in the overflow-water. Unfortunately, most of this loss consists of Bornyl acetate and other esters, since these are much more readily soluble in water than the terpenes. Therefore, this loss caused by the solubility of the oil in water is not only a loss in yield, but also a loss in quality. Even with properly designed condensers and oil-separators the loss of oil in the form of suspended droplets and in true solution in the water, still amounts to about 4½% of the recovered oil in the case of Balsam Fir Oil. Most of this lost oil could be recovered by re-distilling the overflow-water. The cost of the necessary additional equipment, together with the expense of operating it, however, does not make it profitable to do so.

Quality of Condensers

The quality of the condensers is another very important factor affecting the oil. Many small distilleries use galvanized piping for their condensers. Some of these "condensers" are even placed directly into a small creek, so that no water need be pumped. The "oil sep-



Trees growing on rocky soil are most productive.

arator" consists of a tiny can à la "Florentine Flask," which sits in the creek, collects the condensate from the iron pipe and feeds the overflow water into the current. A very simple arrangement, but not very efficient, because, as a rule, the piping is too short for efficient cooling and the small oil-separator loses a great deal of oil.

Copper tubing is, of course, much superior to galvanized piping, as a material for the condensers. Not only is copper a much better conductor for heat than iron, but the walls of the copper tubing are very thin and this redoubles the speed with which the heat is dissipated to the outside cooling water. Therefore, less water has to be pumped and still the condensate is sufficiently cooled.

Of course, both, galvanized iron piping and copper tubing, are affected by the condensate. The vapours

	White Cedar Leaf Oil	Black Spruce Oil	Balsam Fir Oil
Yield on green material	0.50-1.10%	0.20-0.60%	0.60-1.00%
Specific gravity 15°C	0.9103-0.9230	0.9075-0.9263	0.8805-0.8906
Refractive Index 20°C	1.4550-1.4610	1.4663-1.4719	1.4725-1.4770
Rotation	-5.2 - -16.1	-25.9 - -41.4	-19.2 - -26.3
Acid Value	0.55-1.39	0.46-2.35	0.24-0.83
Ester Value	16.00-69.60	72.50-131.20	26.5-56.50
Ester content (as Bornyl acetate)	5.6-24.4%	25.4-46.2%	9.3-19.8%
Alcohols (as Borneol)	up to 10.5%	1.3%	2.8-6.63%
Aldehydes (as Citral)	1.2%	0.35%	0.25%
Ketones (as Carvone)	61%	0.9%	—
Solubility in alcohol 90%	1:0.5	1:1	1:5

Constituents: White Cedar Oil d—Thujone, 1—Borneol, 1—Bornyl acetate, d—, d—Pinene, 1—Fenchone

Black Spruce Oil 1—Bornyl acetate, 1—Borneol, Pinene, Sesquiterpenes

Balsam Fir Oil 1—Bornyl acetate, 1—Borneol, Pinene, Sesquiterpenes, Aldehydes (C 12, C 16, ?)

coming from the stills contain traces of acetic acid, which in time corrodes both metals. The best metal for condensers is stainless steel, since it is not affected. It produces a better oil and in the long run it is also cheaper, since it is unnecessary to replace it.

The following table contains some figures on yields of White Cedar, Black Spruce and Balsam Fir, together with some of the characteristics of these oils.

Undoubtedly there is much room for improvement of the equipment of most existing distilleries. However, many distillers hesitate to invest too much money in their plants because of the speculative character of the market. During one season they may be running at full capacity and be able to dispose of their entire production at a fair profit. The following year they may be unable to sell what they produce, or they may have to sell their oils at a loss.

This ever-present uncertainty about the market is a great drawback and it is the gravest obstacle to the expansion of the production of essential oils from evergreen trees in North America. Therefore, only a small portion of the accessible raw-material is utilized. This is unfortunate because this industry creates something valuable out of what otherwise is only waste and an unwanted fire-hazard. Encouraged by a fairly stable market for these oils, this small industry could expand greatly with universal benefit. It would certainly be an advantage to have these oils available in quantity so close, particularly in times when the supplies from overseas might suddenly cease.

(1) L. C. Jenness and J. G. L. Caulfield, "Recovery of Maine Balsam Needle Oil," University Press, Orono, Maine (1941), p. 10.

Odor Problems in Aerosols

J. H. R. STEPHENSON*

THERE is a wide difference between shelf test of products packed in aerosols, percentage distribution or field testing and the actual national distribution in a broad program.

We have noticed from the practical side that shelf testing has frequently been neglected. We have also noted a tendency on the part of some to depend on co-solvents of some type to take care of the compatibility within the container. We do not think it is possible to make any broad statements about co-solvents as the compatibility of ingredients is not only a physical but a chemical problem and should not be rushed into without very adequate research plus shelf testing to make sure that the hoped for accomplishment is real instead of supposition.

We are constantly aware of the reflection on other aerosol products when buyers of this type of product are disappointed with either the working properties of the container or the results obtained from the use of the product. Our old enemies, corrosion and incompatibility must be constantly guarded against and only shelf testing backed up by research will give the answers on these two very important points.

What we are primarily interested in is an increase in the use of aerosols as a medium of application and we know that this will take time and ingenuity and a

created as well as a creative desire on the part of some manufacturer.

Historically, we believe you will agree that new promotions are always surrounded by problems not readily predictable. When you calculate the interval that must elapse between the green light and wide availability, the important problem of *timing* alone is enough to send you to the crystal ball. We have some acquaintance with the low percentage of brand names in industry that survive 5 years let alone 10 or 15.

The creator of the better mouse trap may well starve to death while the inertia of the buying public is slowly breaking down.

What then can we and others in the odor business do for you?

Well, if your product is disagreeable we can re-odorize it, if it has no (so called) odor, we can give it a plus, if the odor is a vital factor, then we are in our real element.

But please don't think you make the product and throw the odor in casually. You have spent care with the rest of your formula; build your odor into it too. Test it well before you lean back, we believe the resulting good product is the cooperative effort of many individuals, and if there were any ready panaceas in our business directly applicable to yours, how unusual that would be and how dull.

Check the background and ability of your supplier and then give him your confidence. He works much better with the full knowledge of what you are doing with his product.

The average odor formula is composed of 25 to 40 separate ingredients and various types of odors employ different combinations of ingredients so that the perfumer is working with hundreds of products. If properly pretested before inclusion in an aerosol product a behavior pattern is already known of each ingredient, but nevertheless, you would be wise to parallel shelf test with your supplier for an adequate period before launching a finished product.

Speaking from the technical side, it is well known that certain types of perfume oils rely considerably on their content of resins, gums, concretes or absolutes. Many products of this nature which are soluble in alcohol present a very definite problem when used in an aerosol. The use of terpeneless oils to avoid residual, gummy products, is also something which must be examined. In our opinion both you and ourselves are dealing with a product with some rather critical requirements and no shelf testing, no research can be too painstaking to insure that every avenue has been explored and that the ultimate result placed in the hands of the consumer will enhance the reputation of the manufacturer who made it, the loader who filled it, and the aerosol industry in toto.

It may well be that what both you and we are hoping for is the creation of an unreactive container and that if such a package should be forthcoming, the horizon of aerosol progress will be widened. It is not my purpose to create the impression that we could readily attempt to provide the answer for what exists as a problem. One of the odor problems in aerosols is the hope that you will produce more aerosols which use odors because the method has merit.

* Givaudan-Delawanna, Inc. Abstract from paper presented before Chemical Specialty Manufacturers Assn.

Chlorophyll in Dentifrices



*Tests demonstrate superiority over plain dentifrices of same formula.**

LOUIS C. BARAIL, M.D.

than that of the first one. Just as the first one had been for many years, the second mouthwash containing chlorophyll very quickly became a best-seller, and was distributed all over Europe. Both of these mouthwashes contained quite reasonable amounts of chlorophyll, which was obtained first from spinach, later from alfalfa by extraction in ethyl alcohol and filtration. The extract was mixed with the other components of the product which already had an alcohol base. These two products had a wholesome residual flavor and a strong deodorizing action which outlasted the masking action of the essential oils they contained.

II. Wounds and Surgical Cases

The local deodorizing action of chlorophyll was published for the first time by Burgi, of Berne, Switzerland, in five papers published in 1932. He found that wounds treated with solutions of 2 to 10 per cent chlorophyll lost their putrid odor and healed faster. Most probably, chlorophyll acted as both a deodorizing agent, a catalytic stimulant of the growth of normal cells and phagocytosis, and also had a slight bacteriostatic action against such micro-organisms as staphylococcus aureus and streptococcus hemolyticus.

At about the same time in 1938 in this country, a patent was issued to Dr. Benjamin Gruskin for a chlorophyll preparation for the treatment of wounds, which preparation among other features had a marked local deodorizing action. He later obtained a British patent for his formula. Finally, in 1947, Bowers gave more evidence of the local deodorizing action of chlorophyll in surgical cases.

From the history and literature just summarized, it can be deduced that there are established facts which seem to indicate that chlorophyll and its derivatives absorb the odors emitted by tissues with which they are put in contact, for various periods of time.

III. Purpose of the Investigation

The purpose of this investigation was specifically to ascertain whether chlorophyll added to a tooth paste formula would impart to it local deodorizing proper-

FEW SUBJECTS in the annals of cosmetic chemistry have ever been as controversial as the deodorizing properties of chlorophyll, chlorophyllins and derived compounds.

This study will bring facts based on an investigation which was conducted with the objective to determine whether chlorophyll has any merit as a deodorizing agent when incorporated into a tooth paste.

I. Oral Uses

The use of chlorophyll in dental products is older than is commonly believed. We remember being told that a chlorophyll mouthwash was on sale in the East of France fifty years ago; it was still in use locally and appreciated less than twenty years ago. It had been compounded by a stomatologist and was available in most pharmacies within a radius of 30 miles.

In the late twenties, the manufacturer of an opalescent and slightly fluorescent pink mouthwash with a badiane-geraniol flavor introduced a peppermint-chlorophyll mouthwash, with a stronger flavor and taste

* From the Journal of the Society of Cosmetic Chemists, Vol. 3, No. 1, 1952.

ties, and therefore remove odors due to local causes, and also delay their formation.

Dentifrices Tested

Two dentifrices were simultaneously tested on the same subjects. They had an identical base: insoluble sodium metaphosphate, calcium phosphate, sodium lauryl sulfate, gum, glycerin, and water. One of them contained, added to this identical basic formula common to both, 0.1 per cent of an active water-soluble sodium copper chlorophyllin.

IV. Selection of Subjects

Fifty subjects were carefully selected to participate in this study; 29 men and 21 women. The selection was the result of preliminary odor measurement tests of the oral cavity of more than 100 subjects. Special care was taken to eliminate subjects whose mouth odor was not mostly due to local causes. The intensity of the initial mouth odor of local origin was in the average range or higher than the average range in 47 subjects, and slightly lower than average in three subjects only.

The selected subjects were then given a schedule of the tests, such instructions to the effect that on the two days of the test, from the time they got up to the last appointment of their test schedule, they did not eat any breakfast, not even orange juice, nor eat candy, nor chew gum or tobacco, nor drink liquor or any other liquid, nor smoke. They did not brush their teeth or rinse their mouth with any liquid. Women did not wear lipstick. One test-free day was set between the two test days for two reasons:

1. Not to impose the strain of two consecutive break-fastless days.
2. To enable the subjects to use their own dentifrice between the two days of the test, in their usual manner and at the usual time.

All the above instructions were thoroughly followed. The subjects had the most diversified occupations. There were shipping clerks, secretarial and switchboard personnel, technicians, chemists, bacteriologists, engineers, salesmen, and executives. All were very familiar with testing methods, understood fully the requirements of this study, and were most anxious to co-operate.

V. Test Procedure

The tests were conducted as follows: Sample P, plain, was tested on the first and second test days, sample C, with chlorophyll added, on the third and fourth test days. An average of three subjects were tested on each test day, or an average of six subjects a week. The initial mouth odor of each subject was first measured by means of the osmometer, and the odor threshold number of the initial odor thus determined. We believe the osmometer is well known to THE SOCIETY OF COSMETIC CHEMISTS, as the author demonstrated it at a previous meeting and also at meetings of other technical societies, and therefore it shall not be described again.

Each subject was then given a sterile toothbrush and a tube of each of the test samples. An amount of dentifrice weighing between 1 and 1.2 gs. was applied

to the brush. This corresponds, in the chlorophyll tooth paste, to an amount of 1 to 1.2 mg. of active sodium copper chlorophyllin of 97 per cent purity.

He brushed his teeth and rinsed his mouth during a total period of two minutes, measured by means of a stop watch. The odor threshold number was determined immediately after brushing, under the same conditions as before. Odor measurements were also made one, two, and four hours after brushing of the teeth. All odor measurements were made in triplicate.

VI. Results

In order to make easy the evaluation and interpretation of the results, we will give here a résumé of our chart of odor threshold numbers. The smallest perceptible odor has an odor threshold number of 3.13. Numbers from 3.13 to 4.33 indicate traces of odors. Numbers from 4.55 to 5.87 indicate very slight odors. These numbers are always given with two decimals. Stronger odors are: from 6.0 to 8.2 slight odors, from 8.6 to 12.1 definite strong odors. From 13.0 to 26.0 very strong and objectionable odors and from 30.3 to 91.0, extremely strong odors.

The initial odor threshold numbers of the participants in the tests were as follows: males—from 6.0 to 14.0 with 16 different odor values and a greater proportion in the 7.0 to 9.5 range and the 13.0–14.0 range; females—from 4.5 to 14.0, with 19 odor values and a greater proportion in the 10.1 to 12.1 range.

There were various degrees in the removal of odors. In only one instance was there odor present after one hour as follows: One case of original OTN of 12.10 showed as much as 8.30 one hour after using the plain dentifrice. On the other hand, there was no trace of odor left one hour after using the chlorophyll dentifrice. There were 25 cases of presence of odor after two hours with the plain tooth paste and only one after the same length of time with the chlorophyll tooth paste. After four hours, 33 cases showed an OTN with dentifrice P and 13 with dentifrice C.

Qualitatively dentifrice P completely removed mouth odors in 25 subjects for two hours and in 17 subjects for as long as four hours or respectively 50 and 34 per cent complete removal. Dentifrice C completely removed mouth odors in 49 subjects for two hours and in 37 subjects for as long as four hours, or respectively 98 and 74 per cent complete removal.

VII. Conclusions

These results are based on close to 1000 odor measurements made with the osmometer on both types of tooth paste. They demonstrate the superiority of the chlorophyll dentifrice over the plain dentifrice of the same formula, containing insoluble sodium metaphosphate as a polishing agent, in ability to remove and retard the development of mouth odors.

References

- Burgi, E. *Corr.-f. Schweiz. Aertze*, 46, 446 (1916). *Deut. Med. Wochenschr.*, 48, 1159 (1922). *Klin. Wochenschr.*, 17, 789 (1930). *Schweiz. Med. Wochenschr.*, 67, 1173 (1937). *Ibid.*, 68, 483 (1938). "Das Chlorophyll als Pharmakon," Georg Thieme, Leipzig (1932).
Gruskin, B., *Am. J. Surgery*, 49, 53 (1940).
Bowers, W. F. *Ibid.*, 73, 37 (1947).

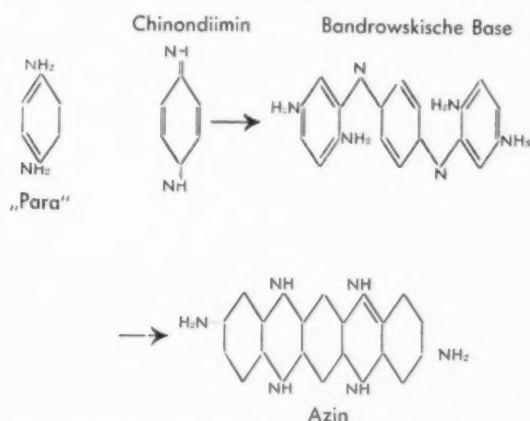
Action of Oxidation Hair Dyes

*Oxidation dyeing produces a genuine hair coloring which will answer all requirements as to sunlight, air and water fastness. . . . What recent discoveries disclose**

DR. R. HEILINGOTTER

IT is an established fact that the dyeing of human hair with so-called oxidation dyes is based on the formation of insoluble pigments by oxidizable solutions of aromatic Diamines and Aminophenols (the hair dyes). These pigments are stored in the interstices between the cellular fibrils and held down tightly, with no space for removal available an account of their large size. Once deposited, they will resist even the most effective shampooing methods. Thus, oxidation dyeing produces a genuine hair coloring which will answer all requirements as to sunlight, air, and water fastness.

This oxidation process, described—in the case of p-Phenylene diamine—by Ginzel (1), results in the formation of Chinondiimin which is chemically unstable and subject to early transmutation into the Base of Bandrowski that has a higher molecular weight. Displacements in the inner molecular sector will convert it into an Azine which, under specific circumstances, favors a further increase in molecular size by the formation of additional Phenylene diamine molecules. However, so far as alkaline conditions are concerned, the Azine remains the final stage of oxidation.



No complete explanation has, as yet, been found for the deposition of pigments in human hair. So far, it has been assumed that the scale tube or scale layer in human hair plays an important part in this instance as it

controls the penetration of dye solutions. The difficulties encountered in dyeing hard, glassy hair were accounted for by scale layer obstructions to proper penetration of the dye solution.

Recent discoveries, however, tend to explain all hair dyeing procedures in a manner that greatly differs from our traditional assumptions. It has been proved beyond doubt that the scale layer of human hair consists not only of one, but—rather—of three tube-shaped layers, namely, 1. an intermediate membrane adjacent to and, possibly forming part of, the fibrous layer; 2. a scaly tube identical with the scale layer known so far; and 3. an external skin or coating surrounding the scale layer and the entire hair which is known as the Epicuticula (Figs. 1-3).

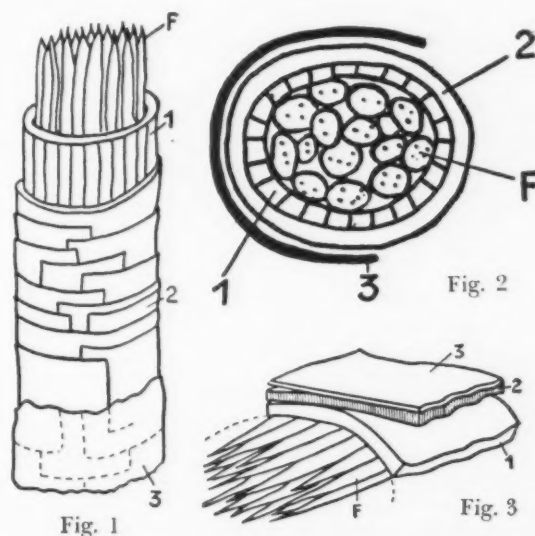


Fig. 1 Enlarged sketch of hair structure with its three layers: The so-called scale layer, as previously assumed to exist (after A. Zahn); Fig. 2 Sketch of enlarged cross-section of hair (after A. Zahn); Fig. 3 Part of hair surface (Enlarged sketch after a detailed drawing by Mercer, Lindberg & Philip); In Figs. 1-3 numbers indicate the following: "1", Intermediate Membrane; "2", Scale layer; "3", Surface protective skin (Epicuticula); "4", Fibrous layer.

The existence of these three layers has, in addition to other evidence, been proved by the erasure method

* Reprinted by courtesy from *Parfumerie und Kosmetik*, 12, '50, p. 422. Translated by Margaret Neurath.

of Swerdlow & Seemann (2). If the hair is mechanically treated with suitable erasers, one layer after the other can be exposed and each may be identified by its characteristic, specific texture.—Chemical methods have also been successfully applied in isolating sections of these layers. Thus, the Epicuticula was clearly isolated by mild chlorination (Mercer, Lindberg & Philip, 3).

The presence of an intermediate membrane may be easily proved as follows: a human hair is treated on

freshly shampooed hair and the presence of natural oils in this section. Both explanations apply, but a new one will now have to be accepted, namely, the existence of the Epicuticula around the hair, and its higher resistance to the penetration of dye solutions which, in itself, accounts for the initial color resistance of newly grown hair.

The preparatory, mordant treatment of human hair is primarily intended to remove this tubular skin or coating that impedes color penetration. So soon as this



Fig. 4 Epicuticula, obtained by chlorination with weak solutions. (Electronic microscope photo by Mercer, Lindberg & Philip.)

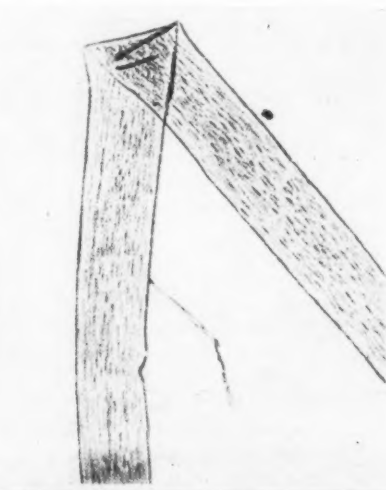


Fig. 5 Intermediate Membrane of a brown human hair, with rudimental fibrous cells that were immediately adjacent to the inner membrane surface (After A. Zahn)

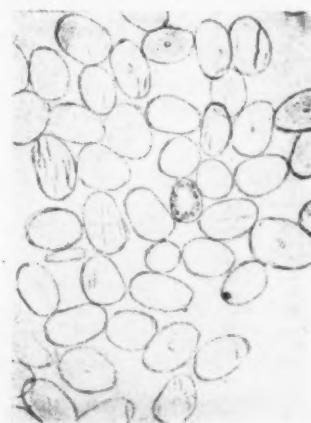


Fig. 6 Cross-sectional photo through a colorless white hair of a man of 70. (Enlarged 1:200)

the specimen carrier of a microscope by wetting it with a few drops of 4 per cent caustic soda solution and heating it slowly over the economy flame of a Bunsen burner which will, first, dissolve the fibrous section and subsequently, the scale layer of the hair.

This step-by-step dissolution should be microscopically controlled and heat application continued, until only the tubular intermediate membrane is left which will, soon thereafter, burst open to form a flat strip. Fig. 5 shows the intermediate membrane of a brown human hair, with rudimental fibrous cells immediately adjacent to the interior surface.

The detection of an exterior tube named Epicuticula is, at least, apt to confine the scope and value of our traditional assumption that the scale can "spread apart." However, the Epicuticula should not be thought of as a complete tubular layer, since only fragments of it can be found and hair treatments, such as shampooing, permanent waving and bleaching will remove it, entirely or in part. The Epicuticula being only moderately permeable to liquid dyes, this is why routine hair treatments, and shampoos in particular, will definitely improve the results of hair dyeing. So soon as the protective coating is eliminated, dyes and pigments may freely flow into the scale layer. On the other side, the presence of the Epicuticula—particularly on newly-grown hair—has a pronounced effect: professional beauticians and hair-dyers know from experience that this new growth is by far harder to color satisfactorily, than is the remaining length of hair which has been previously dyed or chemically treated.

This feature is usually ascribed to the health of

has been done the hair dye has free access to the scale layer with its innumerable pores, minute apertures and cracks, and it permeates all interstices between the fibrils till it has reached the intermediate membrane. This, however, is far more permeable than is the Epicuticula and it provides no check to further dye penetration.

The dye has now passed the outside layers of the hair and entered the fibrous layer where it is distributed between the cells, filling all spaces and fluctuation freely between the fibrils. Thus, the entire procedure is based on permeation with the coloring liquid, and the ease and completeness of dyeing procedures is directly proportionate to the permeability of the hair. Complete diffusion of the dye liquid throughout the fibre is the decisive factor in successful hair coloring. The speed of diffusion is accelerated by routine methods of loosening-up all sections—Epicuticula, scale, intermediate membrane and fibrous—a process facilitated and, simultaneously, intensified by the swelling action of the hair under treatment.

Oxidation is proceeding while the liquid is on the way to, and penetrating, the fibrils. The solid pigments formed are gradually embedded inside the scale, and fibrous, hair layers. The dyeing process starts at the outside and continues—depending on the degree of permeability—until layers more or less centrally located in the fibrous part of the hair have been entered. (Figs. 7 & 8)

Contrary to artificially colored hair and the pigments embedded in it as the result of chemical reactions, the pigments in naturally colored hair are present only in

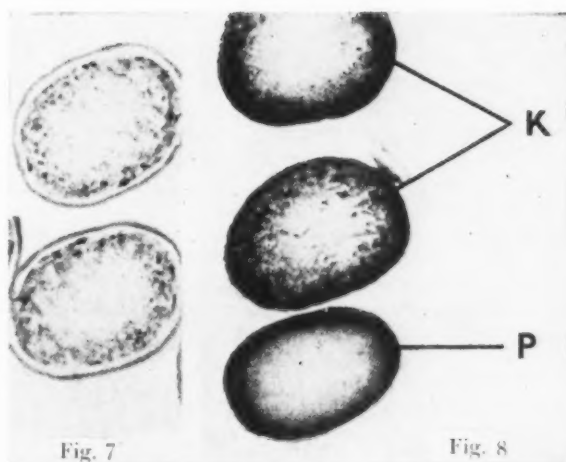


Fig. 7 Cross-sectional photo of a light blonde, undyed, human hair containing a minimum of natural pigments. (Enlarged 1:390) Fig. 8 Cross-sectional photo through the same light blonde hair after dyeing with "Perco" (P) and Koleston (K) compounds. (Enlarged 1:390).

the fibrous layer,—mainly, adjacent to the scale (intermediate membrane). Practically speaking, natural pigments never occur in the scale layer tube as such.

References

1. Ginzle, "Chemie der Pelzfarbstoffe," Melland (1948), 384-385.
2. Swerdlov & Seemann, J. Res. Nat. Yur. Stand 41 (1948) 231.
3. Mercer, Lindberg & Philip, Melland (1950) 31.
4. Zahn, Melland (1950) 36.

Wholesaler Distribution vs Direct Selling

LET us look for a moment at the problem of wholesaler distribution as against direct selling. The manufacturer of a nationally advertised or professionally promoted product who skims the cream off the market by selling direct to larger volume retail accounts, in many instances with extra discounts, may well be raising his total cost of distribution and in fact causing retailers and even consumers to pay a high price. His direct selling policy leaves the wholesaler with a smaller volume, slower turnover, and a line that is more expensive to handle. It also may penalize a large majority of retailers who do not receive the extra discounts. Yet this manufacturer wants full cooperation from the entire industry to give him the distribution he needs in order to realize the fullest results from his promotional program. Such a manufacturer seriously affects the cost and profits of his retailers and wholesalers by presuming to take over part of the function of the wholesaler. Certainly the wholesaler was eliminated. But this function not only was not eliminated but rather was performed at a higher total cost.—E. Allen Newcomb.

Wage Stabilization Officials to Investigate Labor Pirating

INFORMATION directed from Washington indicates government salary stabilization officials are planning a survey to ascertain as to whether or not salary ceilings are being violated. Officials maintained that they have received complaints of labor pirating, usually involving

skilled workers, executives, and supervisory personnel.

Under regulations heretofore adopted by the Wage Stabilization Board, regulations six and eight, employers are permitted to raise salaries of all or part of its personnel not more than 14.4% over the level prevailing on January 15, 1950. However, in addition thereto, the employer is likewise permitted, under regulation five, to use 6% of his payroll to grant merit and length-of-service salary boosts to particular employees.

Officials indicate that the above requirements as provided for by said regulations have not been strictly adhered to and further indicate that employers violating the regulations will be required to cut back salaries or bonuses paid to employees which exceed ceilings, or else salaries in excess of ceilings as paid will not be permitted to be deducted as an expense item on federal income tax returns.—*Legislative Bulletin of the Flavoring Extract Mfrs. Assn.*

Cosmetic Excise Tax Collections

COSMETIC excise tax collections for the years of 1950 and 1951 and also the collections for the months of 1952 so far issued are given in the table following:

	1951	1950
January	\$11,547,853	\$12,255,363
February	14,338,420	12,867,842
March	7,248,879	8,534,569
April	8,218,865	5,746,348
May	9,174,622	9,293,461
June		8,622,275
July		8,901,311
August		10,252,706
September		7,698,854
October		9,365,932
November		8,916,488
December		8,974,245
		7,781,091



"Stop this over-inventorying, W. P.; we can't worry about scarcities from 82 countries!"

A Problem of People

COMMERCIAL chemical development is not all test-tubes and market studies and cost analyses; it is also a problem of people . . . the unseen element in our programs. We must add to our technical and professional expertness an unselfish interest and, above all, a sympathetic understanding of people.

These people fall into four main groups: 1. The people who make the chemical product. 2. The people who put up the capital. 3. The public. 4. The people in government which includes all people as citizens.

The development man must lead an organization in the field of new product development but he must have assistance from all parts of the organization. More than that he must have inspired contribution.—John P. Coe.

Survey Shows Distribution, Sales of Toiletries by Food Stores

THE number of food stores carrying drug and toiletry items has zoomed from 37 to 85 per cent in the last 10 years. In its February issue, *Progressive Grocer* has published the first broad-gauged file study ever compiled about the trend to ever-increasing distribution and sale of drugs and toiletries in the retail food field.

The magazine's sample, 1,134 questionnaires (or 18.6% of those sent) from a mail survey, covered all sizes and types of food stores in every U.S. geographical area.

What the study showed, in brief, was that, "never before in the history of American food stores has a non-food line been adopted so quickly, so smoothly, so successfully." The trend in the last decade has come on with a rush. In 1941, 37% of the stores in the sample were handling drugs; by 1946 the figure had jumped to 51%, by 1949 to 64%, and between 1950 and 1951, it zoomed from 70% to 85%.

Although some stores handle only a few items, some 27 major commodities were represented in all the stores including tooth paste, shampoo, shaving cream, hand lotion, hair tonic, mouth-wash, personal deodorants, after-shave lotion, baby powder, talcum powder, face cream, home wave, face powder, nail polish and sun-tan lotion. The 27 are those major commodities with particularly fast inventory turnover. They do an annual business of over \$1 billion through all types of retail outlets (drug, department, syndicate, others), yet the food store share of total sales climbing quickly and steadily, has already passed 30% of that total (or some \$340 million a year).

Since drugs and toiletries are, when all is said and done, still only a minor department in any supermarket, many manufacturers wondered if their products would not die on the shelves without adequate attention. To fill their own peculiar function, along came the rack-jobbers, who have succeeded in building up a tidy business out of the specialized services they provide.

With merchandise available today, not only from rack-jobbers, but also from drug wholesalers, grocery wholesalers and even direct from the manufacturer, food store operators, says the *Grocer*, "are ready, able and anxious to promote and merchandise the line."

Another factor not lightly considered by manufacturers has made food stores all the more attractive for

them. So far, too, there has been no price-cutting on drugs in any major food store.

While a 30% margin in drug syndicates and department stores may seem woefully inadequate, the food store manager does not think that way. His efficiency, self-service, high traffic and big volume have cut his operating expenses to as low as 10% of sales. To him, the drug margin is exceptional, and he hopes it will stay that way.

"It is no secret," says *Progressive Grocer*, "that food stores have become the biggest sellers of some of the best-known drug and toiletry items. More and more items are destined to find the biggest share of their total sales moving through food stores. Furthermore, there is growing evidence that a big part of these sales are and will be in addition to, and not at the expense of, other retail outlets." —*Tide*.

What Price Profits?

A SLICE taken off boom time profits may mean a layer added to profits of a competitive era. A large financial house recently stated: "Business will find a way to please shareholders with adequate profit totals. That's what management is there for—not to recite at the year's end a list of reasons why not." Isn't it possible that during 1952 management might be doing better for its shareholders with a sound list of reasons why not?

These questions are posed:

1. Are corporate directors currently concentrating too much on "larger profits"; thinking too little in terms of "plowing back"?
2. Is a company that shows larger profits every year necessarily the *best managed* firm in its field?
3. Is it possible that the *losses* of tomorrow—when a recessionary tomorrow comes—may be traced right back to the *profits* of today?
4. Will the current concentration on profit lead to the most violent swings of the economy axe ever witnessed—if our economy should *really* falter—in a misguided but desperate effort to bolster the profit picture?
5. Are investments in "machine power" even now overshadowing investments in "brain power" and "selling power"—and will that disproportion become still more lopsided as high break-even points mount still higher?
6. For how long can investments in plant mount—while investments in brain power and selling power either drop or remain stationary?
7. Have ten years of practically constantly rising profits given a whole generation of board and management executives a "position" to maintain that may rob the future to create financial prestige today?

There must come a time—and that time may be nearer at hand than is now contemplated—when a flood of merchandise will be disgorged on the markets of the world. When that happens, organizations that have been rendered anemic through blood-letting resulting from an insistence on the new high-water marks in profits will surely find the going tough. We maintain that, in 1952, in anticipation of a probable return of vigorous competition in 1953 or 1954, American business should invest in the future to a degree never before matched!—*Grey Matter*.

NEW PACKAGING and PROMOTIONS

MENNEN will introduce Spray Deodorant for Men, at 98 cents.

PRINCE MATCHABELLI is introducing Purse Duo, a red simulated alliga-



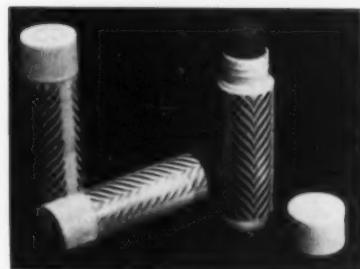
Matchabelli Stick Cologne Combination

tor case containing two solid cologne fragrances, in lipstick size, capped, brass case. The price is \$2.

COCILANA, INC. is reported to be about to introduce Cloro-Nips cough drops containing chlorophyll.

SCHIAPARELLI is introducing a cologne, in its Shocking fragrance, containing chlorophyll. Called Chlor-Cologne, it sells for \$5 per 12 ozs.

HOUBIGANT is introducing Swivelstick, a stick perfume which is applied without removal from the holder, thus reducing shrinkage. It comes in three different perfumes, each in a differently colored case,



Houbigant's Swivelstick

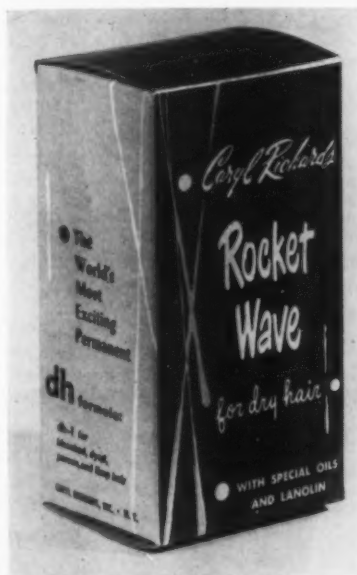
all with gold feather design. The price is \$1.50 per stick.

COTY has repackaged its stick colognes in gold tone metallic tubes

with plastic cap. They sell for \$1.50. The house is promoting its Vitamin A-D Complex Cream.

TONI CO. has scheduled a summer newspaper campaign for New Bobbi in more than 90 major markets. The product is claimed to be the first pin-curl permanent to eliminate the neutralization step. A network radio show is planned for the fall.

CARYL RICHARDS, INC. has just introduced Rocket Wave dh, a permanent which is said not to dry hair



New Caryl Richards Package

and to give long-lasting waves to dry hair.

REVLON is launching Aquamarine shaving balm. It is said to require no water, rubbing in, lather, or rinsing, and is claimed to be antiseptic. It sells for \$1.

LENTHERIC will add two new items to its Men of Action line. Styk deodorant with chlorophyll is said to be non-greasy and to contain G-11 to kill skin bacteria. The 2 1/4 oz. stick comes in a silvery push-up-bottom tube encased in a golden sleeve, which shows iridescently through



Lentheric's Stick Deodorant for Men

the outer frosted glass cylinder, with maroon cap and lettering. Styk After Shave is a similar package and is claimed to be mildly antiseptic. Both sticks will sell for \$1 each.

PARFUMS ANJOU is distributing Devastating and Apropos Eau de Parfum sticks. In cases of satin finish gold tone aluminum with snap on caps, they sell for \$1.10 each.

NOREEN will back its Super-Color Rinse with an advertising campaign in 15 national women's magazines.

LANDER CO. will undertake an intensive radio and newspaper advertising campaign on behalf of Dixie Peach Pomade during the hot weather season. "Swing" single radio commercials set to modern Dixieland music have been scheduled for key stations. A tie-in with Ebony, leading Negro national magazine, is part of the promotion. The hair dressing is said to prevent sun-scorched hair and sells for 15, 25 and 45 cents.

HELENA RUBINSTEIN is promoting Contour-Lif Film Package, also containing Estrogenic hormone oil, at \$5.

HOUBIGANT, INC. is introducing Quelques Fleurs and Le Parfum Ideal fragrances in its Liquid Skin Sachet. The price is \$1.85 each.

THE J. B. WILLIAMS CO. is currently distributing a new six color Kreml Shampoo package. Intended to have feminine appeal, it is said to be the first shampoo package to be



Kreml Shampoo with Display Appeal

completely redesigned for open display, meeting the growing trend in drug stores towards open shelf display cases. The varnished carton is printed on a solid gray background with brilliant Magenta lettering and four-color photographs of Powers models. Merchandising device for the new Kreml package is built around the theme of Powers models who endorse the shampoo as one of their important beauty aids. A concentrated advertising campaign will begin in August, using full color, full page, and single column, black and white advertisements in nine national magazines. The product comes in three sizes: 93 cents per ten ounce bottle, 57 cents per five ounce size, and 25 cents per 1 7/8 ounce bottle.

PARFUMS CORDAY is marketing Dash and Dot, a new ensemble consisting of liquid eau de toilette in crystal flacon, and solid cologne in gold case. Packaged in a fuchsia suede box, the package retails for \$2.50.

PRIMROSE HOUSE is distributing Chiffon cologne stick at \$1.25 for the purse size, at \$2.50 for the "boudoir size," and Chiffon Glacial Deodorant at \$2.

ELMO, INC. is marketing Photo Glow, described as a liquid sheer make-up which eliminates the need for powder. It comes in four shades and sells for \$1.

L. C. PRODUCTS, INC. is launching a mail order publicity campaign in behalf of L. C. Nail Protector, described as a flexible fingernail glaze to prevent polish from chipping

and peeling. It is also recommended as a base coat. During the past two years distribution has centered largely around the Joseph Magnin stores in San Francisco. The price is \$1 per 1/2 oz. applicator bottle.

PARFUMS CHARBERT, INC. will introduce Two By Two September 1. Containing one-half ounce each of Breathless and Fabulous Eau de Toilette, and matching perfume in spill-proof dram flacons for the purse, the package will retail for \$2.50.

GOURIELLI, INC. is introducing All Purpose Cream, said to contain "Active Ozone," and Medicated Cream with "Sulphur," both in brown and white tubes. The All Purpose Cream is said to relieve sensitivity due to shaving, wind and sun exposure, to alleviate scaliness, and to help heal surface blemishes. It sells for \$1.50 per two ozs. The Medicated Cream is intended to cover facial blotches, to help heal blemishes, and to dry excessive oiliness. Promotional material stresses use by adolescents. It sells for \$1 per one ounce tube.

MARY CHESSE' annual toilet water promotion of the \$2.75 bottle for \$1.50 is the most successful one held, it is asserted.

RANDOLPH-TENNEY, INC. is introducing On Your Toes, a foot lotion said to be fungicidal and deodorizing. It sells for \$1.25.

NORTHAM WARREN CORP. introduces Cuti-Kit, containing cuticle remover, an applicator-cuticle-pusher,



Cutex Beauty Special

emery boards, cotton, and an illustrated instruction booklet. The \$1 retailer will be introduced at 59 cents. Cutex Beauty Special features 59 cent Stay Fast Lipstick and a 25 cent bottle of Spillpruf Nail Brilliance with a free bottle of Lotion Polish Remover. A special

guarantee offers return of the full purchase price if either the Nail Brilliance or lipstick is unsatisfactory, while the polish remover may be kept by the customer. Another special feature is a comment offer. Any user who writes what she either likes or dislikes about the lipstick will receive a surprise bonus gift. The trio comes in four shade combinations.

DEHERIOT, INC. is launching Chill Stick in a glass cylinder with plastic snap-on cap, decorated with a white lace pattern. It retails for \$1.50. Triple Check Lotion, containing hexachlorophene, to check body odors, sunburn, and skin irritations, sells for \$1 per 4 oz. bottle.

TOM FIELDS, LTD. is introducing a new line of children's cosmetics, centered around and named after Tinkerbell in Barrie's "Peter Pan." Packaging is keyed to Tinkerbell, with wings and wand, and red hearts and leaf and flower motif. The line includes toilet water, bubble bath, castile soap shampoo, and hand lotion, all at \$1 each; dusting



Tinkerbell Magic Chest

powder at 75 cents, powder mitt at \$1.25, a \$4.75 jewel box containing toilet water, bubble bath and shampoo, with a swinging tray holding a powder mitt, and a \$3.25 Picture Box with toilet water, bubble bath, dusting powder and two heart-shaped cakes of soap. Above Magic Chest holds toilet water, bubble bath and castile soap shampoo and has a secret opening. It sells for \$2.25.

HELENA RUBENSTEIN is introducing Stay-Lustre lipstick, which is said to combine high lustre, durability, and creaminess. The tube is in gold-colored metal with graduated tiers topped by luminous Cabachon stones in assorted colors. The lipstick sells for \$1.50 and comes in 12 shades.

BOURJOIS, INC. is introducing Evening in Paris deodorant stick, containing chlorophyll, at 75 cents.

VANTINES, INC. is introducing a gift set with a wild West motif, Buckboard, for children five to twelve years of age. Cargo is Dimples toiletries for girls, Pard'ner toiletries for boys. Dimple items include toilet water, bubble bath, talc, hand lotion and shampoo. Pard'ner items include hair slickum, bubble bath and shampoo. A special item



New Neushaefer Shade

regular formula, Color Teller tip, and sells for 39 and 59 cents; the nail polish sells for 10 and 25 cents.

42 PRODUCTS, LTD. will award cash prizes to the 103 stores who had sold "42" shampoo to the winning contestants in their Friendship Contest. Over 40 churches and organizations will receive awards duplicate to those won by the participants because they were named as "sponsor" on winning entries.

DOROTHY GRAY will introduce Remoldine without hormones; Suntan Lotion Stick at \$1; Summer Duo, containing two sticks of various combinations of colognes; suntan lotion and deodorant at \$1.25; \$1.50 Liquid Cleansing Cream, containing hexachlorophene, and \$2.50 Dual-Purpose Emollient, a \$4 combination, for \$2.50. Dorothy Gray will add hexachlorophene to two of its three problem skin preparations, Hygienic Paste and Hygienic Lotion. For added appeal to the teen-age trade, the price will be reduced to \$1. The third product, Cleansing Grains, will remain at \$1.25. Another new Dorothy Gray package, about to be introduced, is a make-up kit called Paint Box. The retail price is \$1.25.

JULES MONTENIER, INC. is introducing Finesse Flowing Cream shampoo, packaged in an accordion-fold flexible plastic bottle. As a special introductory offer, the shampoo and Stopette Deodorant, both \$1.25 items, will sell for \$1.75 until August 15.

VIRGINIA PARKS, INC. offers a combination package of VP Stick Deodorant and Step Lively Foot Stick at \$1.50 instead of \$2 through August 1.

MAX FACTOR Girl title has been conferred upon Sharon Lee Curtis, 17, Northwestern University coed, who won a one-week Hollywood visit

and \$5,000 worth of prizes in the contest. Factor's "fresh, young, natural look" advertising theme, designed by Tatham-Laird, Inc. has won that agency the Chicago Federated Advertising Club award in the product-selling-campaign-in-color department of its annual competition. Awards in this competition are for outstanding achievement in advertising produced by Chicago talent.

WRISLEY is marketing a new Superbe Bubble Bath Canister in three fragrances, each packaged in a different color, at \$1 each. As introduction wholesalers and retailers are offered one free canister with every eleven purchased. A special summer sales deal involves dusting powder and cologne. Wrisley is introducing a new Lanolin Creme Shampoo to retail at 69 cents a jar. For direct sale only, it will feature two special package deals for the trade.

LADY ESTHER, LTD. is preparing to expand its export activities. The concern is currently undertaking a \$250,000 face powder promotion.

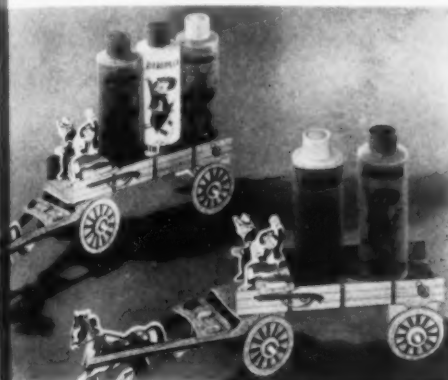
SHULTON, INC. will introduce a new 2½ oz. \$1 stick deodorant in its Old Spice line. August and September packages in the Friendship's Garden will include Three Loves Set, containing Liquid Petals, the new



New Shulton Stick Deodorant

cream-perfume, purse stick cologne and toilet water, all for \$3.50, and Garden Blossom Belles, a set containing Liquid Petals and Stick Cologne Concentrate in shadow-box at \$2.25.

NESTLE-LEMUR CO. is marketing a 69 cent size of Lite Oil Shampoo Hair Lightener to retouch roots.



New Vantines Children's Line

in some of the two-piece sets is a castile soap doll. Buckboard is made of easily assembled cardboard. Bottles are non-breakable plastic decorated with cowgirl and cowboy motifs. Buckboard combinations come in two, three or four pieces, ranging in price from \$1.50 to \$3.25.

FABERGE is preparing to introduce a new package, Cologne Duette, in September.

CHARLES ANTELL, INC. offers retailers bonus packages on certain combination deals of its Formula 9 and shampoo. The house is continuing its intensive publicity campaign in behalf of both the shampoo and the lanolin and hormone hair treatment.

THE BARBASOL CO. has discontinued its baseball contest upon orders of the Post Office Department. The latter asserted that publication of entry blanks in newspapers, which are purchased, converted the contest into a lottery. The right of termination was reserved in the contest rules. Winners in the May and June contest have been awarded.

HELEN NEUSHAEFER is launching a new nail polish and lipstick shade, Pink Poodle, a cross between rose and pink. The lipstick comes in indelible Everon as well as in the

New Products and Developments

New Product Testing Service

A new division has been added to the United States Testing Co. known as the Psychometric laboratory (psycho meaning psychological and metric referring to measurement) to evaluate a large variety of consumer goods and services psychologically. Natural and manufactured items it is claimed can be analyzed and improved by appropriate psychometric techniques. It is designed to bridge the gap between product performance testing as such and the ultimate acceptance by the consumer.

Preventing Sun Fading

A new product to end losses from sun fading in retail store windows has been announced by Fade-proof Corp. of America. It is an invisible coating that is sprayed on the inside of windows and is designed to screen out the rays of the sun that cause fading. Windows may be washed without removing the Fade-X as it is known. It may also be used to prevent lamp fading by spraying lamp bulbs it is claimed. A 12-oz. pressurized spray can is claimed to fade proof about 175 sq. ft.

Point of Purchase Sealing

Better Pack 50, a compact set measuring lever operated package sealer is offered by Better Packages Inc. to provide point of purchase packaging service. A flick of the dial pointer sets it to measure from 3 to 8 in. lengths and it handles standard rolls of $\frac{3}{4}$ to $1\frac{1}{2}$ in. wide.

Vanillian U. S. P. from Lignin

What is said to be an excellent quality of vanillin U.S.P. from lignin will be offered in August by Givaudan-Delawanna Inc., 330 W. 42nd. St., New York, 18, N.Y. according to an announcement by that company.

Filling Odd Shaped Containers

A new high speed rotary filler for filling odd shaped containers—such for example as small polyethylene containers for spray deodorants—that cannot be carried on

a conveyor is offered by the MRM Co. A special conveyor equipped with specially designed adaptors spaced over the entire length of the conveyor holds the containers in place while filling.

Hand Homogenizer

A hand homogenizer 10 in. high, base length 9 in. with a bowl capacity of 12 oz. is offered by Macalaster Bicknell Co. It is claimed to quickly homogenize mixtures of sound ingredient ratio to make stable emulsions and permanent suspensions. The ejector nozzle is adjustable to provide homogenizing pressures up to 1000 lb. per sq. in.

Trade Literature

Where to look for and how to correct bad floor conditions is covered in a 32 page booklet issued by the Stonhard Co.

A new series known as Methuen's Monographs on Chemical Subjects has been added to the list of scientific and technical books published by John Wiley & Sons with the recent publication of "Fluorine and Its Compounds" by R. N. Haszeldine and A. G. Sharpe. The pocket sized books are published jointly by Wiley and Methuen & Co. of London. Prices are expected to range from \$1.50 to \$2. Fluorine and Its Compounds contains 152 pages and is priced at \$1.75.

A new product list issued by the Emulsol Corp. lists and adequately describes the products originated by the company's technical staff in the past quarter century in the fields of cosmetics and other industries.

Polawax, a non-ionic emulsifying wax, is fully described in a 12-page booklet which will be sent to anyone interested by the manufacturer, Croda Inc., 51 Madison Ave., New York 10, N. Y. The sodium lauryl sulfate-cetyl combination is not the only type of emulsifying wax which is being used in quantity, the company points out, as considerable quantities of Polawax are also being utilized and the

latter, it is pointed out, has the advantage in that it is an entirely non-ionic emulsifying wax. It is offered as a complete replacement for cera emulsificans.

A new aromatic chemical price list has just been issued by Van Dyk & Co. Inc., Belleville, 9, N.J. It covers aromatic chemicals manufactured at the company's Belleville plant.

Latest industrial and commercial developments in Mexico affecting the use of chemical products for industrial and agricultural enterprises are covered in an English edition of Polaquimias, Edificio Polaquimia, Mexico, 4, D. F. Copies will be sent on request.

Fragrance is Your Business and Ours is the title of a new 86-page catalog of perfume and raw materials just issued by Givaudan-Delawanna Inc., 330 W. 42 St. New York 36, N. Y. Descriptive information and use of each product is given. A comprehensive questionnaire highlights the problems of perfuming products.

Small quantities of uncommon materials which are normally available only in manufacturers' minimum packages which may be much larger than many clients require, may be had from the R. F. Revson Co. The company has issued a price list of such chemicals and materials which will be sent to anyone interested on request.

Perfume compounds offered by Dodge & Olcott, Inc. are adequately described in a 20-page catalog just published by the company. A new feature is a section devoted specifically to the rapidly expanding field of industrial odorants. Copies may be had by writing to the company at 180 Varick St., New York 14, N. Y.

A new acid resisting glass lining with improved resistance to alkaline solutions is described and illustrated in the latest issue of *The Glass Lining*, Vol. 18 No. 3, issued by the Pfadler Co.

Hints for Improving Production

How to recognize various electric motor troubles and what to do to correct them speedily. . . Bearings and their proper lubrication. . . Maintenance to secure maximum efficiency

THE period we are entering into calls for greater attention to care and maintenance of every electric motor for repair parts are already hard to get and replacements may be almost impossible to secure, particularly on small motors.

Recognizing electric motor troubles, correcting them speedily, and giving maintenance attention to prevention of these troubles will greatly simplify our obtaining maximum performance and efficiency from every electric motor in the plant.

In paragraphs to follow are the more frequent troubles, their cause and remedy, that develop in electric motors.

Trouble with Bearings

When bearings are too hot to touch or are smoking this can be caused by a dry bearing with insufficient oil or oil rings not working, by a dirty bearing, a tight bearing which calls for scraping the bearing and shaft or replacing the bearing, or by the oil rings not working. In the latter case they have generally worked out of their slots and should be replaced.

A bearing may also be binding if the shaft has become out of true or the bearing itself may be out of true due to too much strain on the pulley or it may have been loosened by vibration. In the case of too much vibration at this point the trouble can generally be corrected by tightening the set screws holding the bearing in its journal housing.

Warm bearings are generally caused by an overload on the motor through heat being transferred from the rotor or the stator of the motor and in such a case we should see that either the load is decreased or a larger motor used on this particular job.



Windings smoking or the wedges over the coils charred means the bearing is worn on one side and if this is discovered soon enough the bearings may be realigned or new wedges inserted to correct the trouble. If the condition is permitted to remain for too long a period of time the coils will have to be replaced.

When Motors Fail to Start

When motors fail to start a great many things may be at fault. The more prevalent causes are:

a) The voltage is too low and there is thus insufficient torque, which calls for an increase of the voltage.

b) A short circuit, caused by rough handling, generally in the stator windings. The damaged coils may be replaced or the break repaired by jumping the damaged coil or coils.

c) Too great a load will often be

the cause of a motor failing to start. This calls for load reduction or the installation of a clutch between the load and the motor.

d) Tight bearings will cause friction. Bearing caps can be easily loosened and if the condition continues the bearings should then be scraped.

A failure to start where automatic controls are used is generally found in the controls themselves where the general cause is that the solenoid circuit is not functioning due to the battery circuit being open, the arms holding circuit-breaking contacts are not working properly or the contacts are dirty or burned.

Lagging motor speed is the result of insufficient torque caused by the rotor field in the circuit due to the discharge switch being in the wrong position whereupon the circuit between the exciter and the motor field windings should be opened. It

may also be caused by the motor load being too great.

Significance of Buzzing Sound

Buzzing sounds in the motor are generally caused by a short circuited coil or group, an open circuit or a ground. The first named is generally due to mechanical injury or to broken down insulation, due to overheating, which calls for installation of a new coil or jumping the injured coil as a temporary expedient. Where it is caused by ground trouble we should remove the ground as soon as possible and reinsulate.

Low growling sounds are caused by the rotor being out of the stator magnetic center which in turn means that the motor itself either is not level or the shaft collars have shifted and there is thus too great end play on the shaft.

When the motor starts and runs but heats up while the stator is cool the rotor bars are loose or grounded because of abnormal currents in the rotor. The set screws holding the rotor bars to the short-circuiting rings should be tightened and soldered or welded and then the grounds removed.

Half speed running on a wound motor is caused by broken connections between the windings and the collector ring or one brush is not touching and an open circuit in the rotor connections results. The breaks can be repaired or the worn brush spring replaced easily.

Causes of Failure to Start

Causes of failure to start, in addition to those mentioned above, can be easily detected by first examining the fuses, then the relays, checking the starter carefully, inspecting the air gap and removing the belt or pulley to find out if there is an overload.

Explosions sometimes occur in windings while a motor is running hot. These are due to dampness which causes circulating currents between the coils and between any coil and the ground and thus creates a temporary ground or short circuit. The procedure here calls for baking the motor until all dampness is gone and then brushing it with a good insulating varnish. Sometimes it will be found that the coils have been punctured and need replacement.

Failure to start with the starter handle in starting position and a humming sound is a frequent trouble because the motor is trying to run single phase, an air gap is displaced or there is an open circuit in the stator windings.

When the motor is trying to run single phase it is generally because one fuse is blown or one overload relay is out of order and this can be easily handled by adjustment of the relay or replacement of the fuse.

In the second named trouble the bearing is out of true and should be shimmed or replaced with a new bearing.

Where there develops an open circuit in the stator windings this has been caused either from a short circuit which has punctured a coil, or from rough handling.

Sometimes when a motor has been repaired and replaced at its job it will seem to run light with an unusual sound with intervals of speed changes. Generally this is because one coil in one phase has been reversed due to wrong connections when it was replaced or reconnected.

Burned Insulation

Burned insulation, brought about by one or more coils in the stator being too hot from a short circuit is due to mechanical injury or to broken down insulation. This calls for just one thing and that is replacement of the coil through the motor may be put to temporary service if the new coil is not available by jumping the injured coil.

Variable humming sounds in electric motors are usually caused by high resistance in the line (generally on long transmissions) or unstable speed of the prime mover on the alternator supplying the motor.

A great deal of electric motor troubles can be eliminated by making sure that the highest grade of oil is used in sleeve bearings and the best grade of grease on roller and ball bearings. It has been found that the average daily electric motor troubles in average installations result from either improper oiling or complete lack of maintenance attention to the motor involved.—*Ernest W. Fair*

Flame Failure Safeguard

A new photo electric flame failure safeguard for the protection of semi-automatic or manually fired gas, oil and combination burners is offered by Combustion Control Corp. When flame fails, fuel is instantly cut off and it may be wired to sound an alarm.

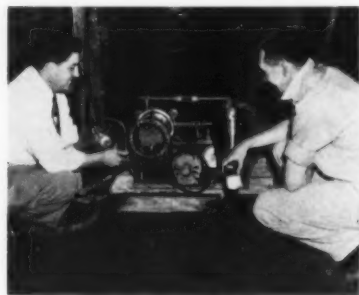
Stand-by Light

A new automatic stand-by light with glass jar rechargeable battery and visible ball float hydrometer is offered by Carpenter Mfg. Co. to supply emergency light instantly

when fuses blow or power failures occur. A built in trickle charger maintains specific gravity between emergencies and a built in fast charger restores the battery quickly for the next emergency. A choice of floodlights or sealed beam lamp heads is afforded.

Miniature Filtration System

A new miniature pressure leaf filter that is said to duplicate the features of production filters exactly



Miniature Test Filter

is offered by Hercules Filter Co. The new filter enables a manufacturer who contemplates the purchase of a modern pressure filter to try out his product in a miniature test filter before buying a full production model.

Magnetic Probe

A new, magnetic probe no larger than a fountain pen for removing particles of steel, iron or nickel from storage bins and retrieve magnetic particles from holes and hard to reach places is offered by Gen-



Probe with Magnetic Control

eral Scientific Equipment Corp. The point of the magnet is extended or retracted from a case by turning the end knob. The strength of the magnet can be controlled by the amount of extension.

What is claimed to be the first comprehensive study of the research, quality control and testing behind today's cosmetic industry including the new hypo-allergenic field is covered in an article "Cosmetic Chemists Guild Today's Woman" in the latest issue of *The Laboratory*, Vol. 2 No. 3, issued by Fisher Scientific Co.

WHAT THE RETAIL BUYERS REPORT

Lipsticks, Eye Make-Up, Bubble Bath And Hair Products Head Best-Seller List

JEAN MOWAT

Chicago—Best-sellers of the month include all types of hair products: shampoos, salves, ointments to remove post-permanent dryness, pomades, and particularly, hair dyes and rinses. Fragrance is being promoted for hair use, and many outstanding beauty shops complete their treatments with a dash of fragrances following the shampoo and set.

Selling Fragrance

A recent headline read: "Dress yourselves in Fragrance," a recommendation which some stores could use to advantage as a "come-on" in their own department. One reason the sale of finer soaps and bubble bath has continued to grow may be the stress on new sales, not just on repeat business.

Normally there is a demand for florals at this time of the year, but buyers state that many customers do not like the testers because the fragrance is too sweet. This has brought about heavier summer sales of the more sophisticated fragrances, normally used in winter, in perfume and toilet waters. There has been some reaction against heavy flower fragrances, in favor of the lighter and more elusive ones.

Buyers are uncertain about the status of the squeeze bottle. It is popular in shampoos, but less so for colognes. In travel-size cologne packages, sticks are preferred.

Solid Colognes Not So Solid?

Throughout this entire Middle-west most of the major store buyers, especially specialty shop owners, are keeping "their fingers crossed" as to the future sale of solid cologne. Mention has been made of this in recent columns, but this month one of the top buyers said she carried only enough, and of one line, to enable her to fill a consumer demand. "We feel that, with the exception of the purse size," she said, "it has just about run its course. Now we have been wrong

before, but the Middle West has had enough premature hot weather to prove this point. Though the purse size sells—often for travel purposes—the demand is for the liquid."

Eye Make-Up Active

Other active sellers are lipsticks with matching purse perfume vials and eye make-up, which is doing better than when the doe-eye was in vogue. Treatment lines are slow in movement due, say buyers, to the extremely hot weather and that these must be kept in the ice-box. Smaller containers of the better creams are active. Father's Day business was substantial. The new "green" toothpaste has gone over big. An imported wax depilatory, that squeezes directly from the tube to the point of application and then dries and is ready to be peeled off, is gaining new customers due to the ease with which it may be used.

Bubble Bath Here to Stay

The bubble bath, according to a dozen buyers, is here to stay. It has become as much a part of the toilette as soap, according to these women. The men are equally enthusiastic. It was about the only item in cosmetics not featured for "Dad" on Father's Day.

Special Sales

Mid-Western cosmetic business is centered around half price, special event sales. "Customers know when to expect these sales," according to a Detroit buyer. "They hold back on their purchase until they can stock up at a reduced price, and that is the end of that particular line until the next special offer."

Special Sales Nothing Special

In most of the larger stores, the public inquires freely as to the date of the sale, and the answer is just as readily given. This procedure has become part of regular selling and several buyers say that as

Early summer business good to excellent: top sellers include deodorants and all types of hair goods and bath preparations.

Self-service sections pay their way, department stores report.

Entrance of suburban supermarket into cosmetics may spur department stores to specialize in luxury lines and services as well as to increase their mail order activities.

sales draw to a close no re-orders are placed. If a woman requests a product, a special order is placed. "We just can't keep fragrances for six months without losing some of the aroma," explained one buyer, "so we keep a small stock on hand."

Successful Mail Campaign

Carson Pirie Scott & Co., Chicago, is making it easy for its customers to order—a policy which is paying off. For the past several months the firm has sent out its own "stuffers," independent of the bills. A business reply card, it has space for name, address, charge, c.o.d., etc. The June mailing featured Chanel, with a square to indicate the size desired, and the price in front of the square. Chanel No. 5 was priced from \$300 to \$7.50 and matching fragrances in cologne, toilet water and soap were included. The special was Ogilvie Sisters' hair care priced at \$2.75, reduced from \$3.50. The same form was used for V.P.; Aralinn by Marie Earle, Lelong stick cologne, and the semi-annual soap sales. A special shampoo was included.

The Pay-Off

The returns from any one of these cards runs high into the hundreds in a two-day period and totals thousands before the end of the month. Often as many as four items are chosen. Fragrance, soap, deodorant and shampoo are outstanding sellers in this promotion.

Gimmicks, Solid Colognes Among Top Sellers; Turnover Seen Severely Hit by Excise Tax

DON COWLING

Los Angeles—The mat is out for any manufacturer who can come up with a gimmick, and all gimmicks are not in the form of merchandise to be sold across a counter.

Latest item to create action in West Coast toiletries is Ayer Magic, the cream that lightens shadows. Before that Frances Denney's Invisible Chin Strap brought waves of customers to toiletries sections. Consensus among demonstrators is that business is wide open to the manufacturer who can come up with a gimmick. At the May Co. a demonstrator is giving an open pitch on a sort of elastic bridle that goes over the head and down the cheeks and holds up a sagging chin. The name is ERASURAGE. Acceptance has been so good that the sponsors are planning a sales campaign to cover the West Coast, with an Eastern expedition to follow.

Promotions

The reader or text type of newspaper advertising sponsored by Frances Denney is meeting with excellent acceptance here, and is being widely copied. One has to look closely at a newspaper page to detect that it is advertising rather than editorial matter. Bonne Bell's motto cards, "Anyone Who Likes Work Can Have A Hell Of A Good Time In This Institution," "Come Back When You Don't Have So Much Time," "Money Isn't The Best Thing—I Just Happen To Like It Best," are on the walls of practically every toiletries buyers office, with their gentle reminders of Bonne Bell. And Bonne Bell's slogan, "Don't Let Your Face Tell Time" and Endocrine's "To Look Your Best Don't Look Your Age," are widely quoted and used.

Pick Your Package

At the May Co. a crowd of women milled and shoved for a solid week in front of a display on a case fronting a main aisle. The sign over the display read "Special Values—Summer Colognes—35¢ to \$1.00." Included in the display of toilet waters and colognes were talcs, bath essences, and stick colognes, and all items were moving briskly. There wasn't a single item in the whole display, assistant-buyer Maurice Carter said, that wasn't regular stock that could be

had at the same prices at any store in town. Rather than leave the items in their regular locations, he went on, he had rounded up a collection from his regular stocks and tried it in a dull location. Response was so impressive he moved the lot into one of his best locations and left it for a week. He planned to take it down at the end of the period and repeat it a little later.

Solid colognes maintain good volume, and with the advent of hot weather accelerated action on them is expected.

Excise Tax Seen Hitting Sales

One of the top rotators for a top line out here feels that resistance to the excise tax is stiffer now than ever. She feels that the tax militates against related sales. According to this top trainer, a woman will buy a box of face powder today, come back next week for a lipstick, and the week after that for eye shadow and rouge. "It isn't that they don't have the money," she said. "We have to break just as many tens and twenties as we ever did but they just will not permit us to build up the sale. Unit per sale is definitely down. It takes more transactions now to keep sales figures up." This trainer teaches her girls to stress the point of the customer's returning. She feels that customers are in an attitude today to resent high pressuring to build a large unit sale with its large tax payment.

Houbigant Annual Sales Convention July 22-27

Houbigant will hold its annual sales convention July 22 through 27 at Sheldon House, Pine Orchard, Conn. Vice president Pierre Harang will preside, together with Bert Georgi, sales manager, and Al Welzel, promotion manager.

T.G.A., D.C.A.T. Urge Modified N.Y.C. Polish Remover Rules

Proposed modification of the New York City Fire Department regulations covering sales of nail polish remover will be discussed at a meeting between representatives of the two organizations and the department. The T.G.A. and D.C.A.T. stand is that non-inflammable or slightly inflammable removers should be exempted from the regulation.

Cincinnati Business Good to Excellent

MARY LINN WHITE

Cincinnati—Business during the past month ranged from good to excellent in the cosmetic departments in this region, according to buyers. While some commented that sales were about the same as last year, others reported a decided increase. One store spokesman said that he is having his biggest season in a long time.

Sound sellers include cream deodorants, hair goods and bath preparations such as bubble bath and bath salts.

Most cosmetic department representatives here feel that their sales have been scattered generally throughout all types of merchandise. Nevertheless, items which were either on sale or were the object of a special promotion sold better than other stock, buyers added.

Promotions

Following a successful promotion of Coty's Muguet des Bois for Mother's Day, another Coty promotion, involving a bottle of Paris with a sachet, has just been started. It seems to be doing already quite well, according to one buyer.

Tussy's half-price sale on deodorants was a big drawing card, according to spokesmen. This sale did well at all stores, but whereas some reported it to be their biggest selling item, others said that it was just one of the leaders.

The buyer at one store mentioned that Tussy's stick cologne, now selling for 59 cents, is doing very well in her department. "This is the first time there has been a stick cologne on the market for under \$1.00," she said, "and the women are eager to buy it."

Several buyers reported that the new Revlon package of nail polish for normal and problem nails is a good seller now. One large department store had a special promotion on Revlon's "Color Casting" theme for four days. It included a personal appearance each day by George Farrell who gave advice to the customers. This promotion was a big success.

Fragrance Foundation in New Quarters

The Fragrance Foundation, Inc. has occupied its new quarters at 1 East 53rd St., New York, N.Y. The telephone number is Eldorado 5-3168.

Wardia



the finest rose specialty in the world

FIRMENICH & CIE.

SUCCESEURS DE
CHUIT, NAEF & CIE.

GENEVE



SUISSE

FIRMENICH INCORPORATED

250 West 18th St., New York 11

CHICAGO OFFICE: 612 NORTH MICHIGAN AVENUE

GENEVA, SWITZERLAND...PARIS, FRANCE...LONDON, ENGLAND

FIRMENICH OF CANADA, LIMITED, 348 WALLACE AVE., TORONTO



FIRMENICH INCORPORATED
250 West 18th St., New York 11

CHICAGO OFFICE: 612 NORTH MICHIGAN AVENUE
GENEVA, SWITZERLAND...PARIS, FRANCE...LONDON, ENGLAND
FIRMENICH OF CANADA, LIMITED, 348 WALLACE AVE., TORONTO

Excise Tax Reduction Boosts Canadian Perfume Sales; Men's After-Shave and Hair Lotions Strong

ROY CARMICHAEL

Montreal—The reduction of Canada's excise tax from 25 to 15 per cent this spring is a large factor in present excellent sales of dry and liquid perfumes, said F. L. Jackson, manager of sales of L. M. Parker Company, Ltd., Montreal. Mr. Jackson's opinion in this respect is well supported by local dealers in this merchandise.

Trends in the retail market are toward the smaller package goods; the \$6 to \$12.50 sizes rather than

that present sales are three times what they were in the like period of 1951. In connection with perfumes and lotions, dealers here admit that the overflow to Canada of extensive advertising in the United States in the perfumery trade is of very great benefit to the Canadian retailer who can offer this class of merchandise at very much cheaper prices than south of the border. This is reflected by the extensive buying by American tourists in Canada where purchases on a per capita basis are reckoned at about



"Miss Coty" (Rita Morley of stage and television), recently made a personal appearance at Stern Brothers, New York department store. Above she greets a crowd of fans to whom she distributed samples of Coty new liquid make-up foundation Instant Beauty. "Miss Coty" has made 160 television appearances, been heard by recording on radio 180 times, been interviewed on many major NBC programs, and made personal appearances in many stores.

the \$20 to \$25 ones in perfume lines. A difference is noted in tourist purchases of perfumes on this side of the border; the choice generally with this class of trade is for the larger sizes.

Trade is reported to be exceptionally good in such name-brands as Bourjois and Evening in Paris where new items and new packages and containers are showing to advantage in the 75 cents to \$5.00 ranges. In the lower-priced shops, including the 5 and 10 cent stores, synthetics are in active demand under the established U. S. brand-names.

Very gratifying to Montreal dealers this spring and early summer is the strong demand from men and young men for after-shave lotions such as Yardley's and Seaforth's. These would appear to be present favorites with prospects of hold their own for some time to come. In the demand for lotions for the male sex, dealer houses say

27 per cent according to population as against 8 per cent in the United States.

France still leads in the exporting of perfumes for the Canadian market with Chanel, Caron and Lucien Lelong as general favorites.

In male gift lines, perfumery and after-shave and hair lotions are reported to be in good demand this spring in all dealer shops. The trend in this direction is strong and argues well for the summer season, said the heads of perfumery houses in Montreal. The "without-hat" vogue for the male gender—both old and young—is quoted as a very evident reason for the increase in sales of this class of goods.

In a summary of perfumery trade conditions in Montreal's metropolitan area at the present time, jobbers and retailers agree that the greatest aid to this class of trade has been the excise-tax reduction. This would appear to have spurred sales on the part of "home" cus-

tom as well as the American tourist purchasing where visitors buy on this side of the border, saving in the transaction the 20 per cent sales tax which is in force in their country.

In the after-shave lotion trade, Yardley and Seaforth are the first and about the only choice.

Only a small market demand is noted for straight-colognes. This trade, said dealers in Montreal shops, disappeared to a large extent with the present generation, notably when the popularly advertised trademarks of present-day perfumes were placed on the market at prices within the reach of most purses. Also, where solids were good sellers a few years ago, the trend now is toward liquids in perfumery lines.

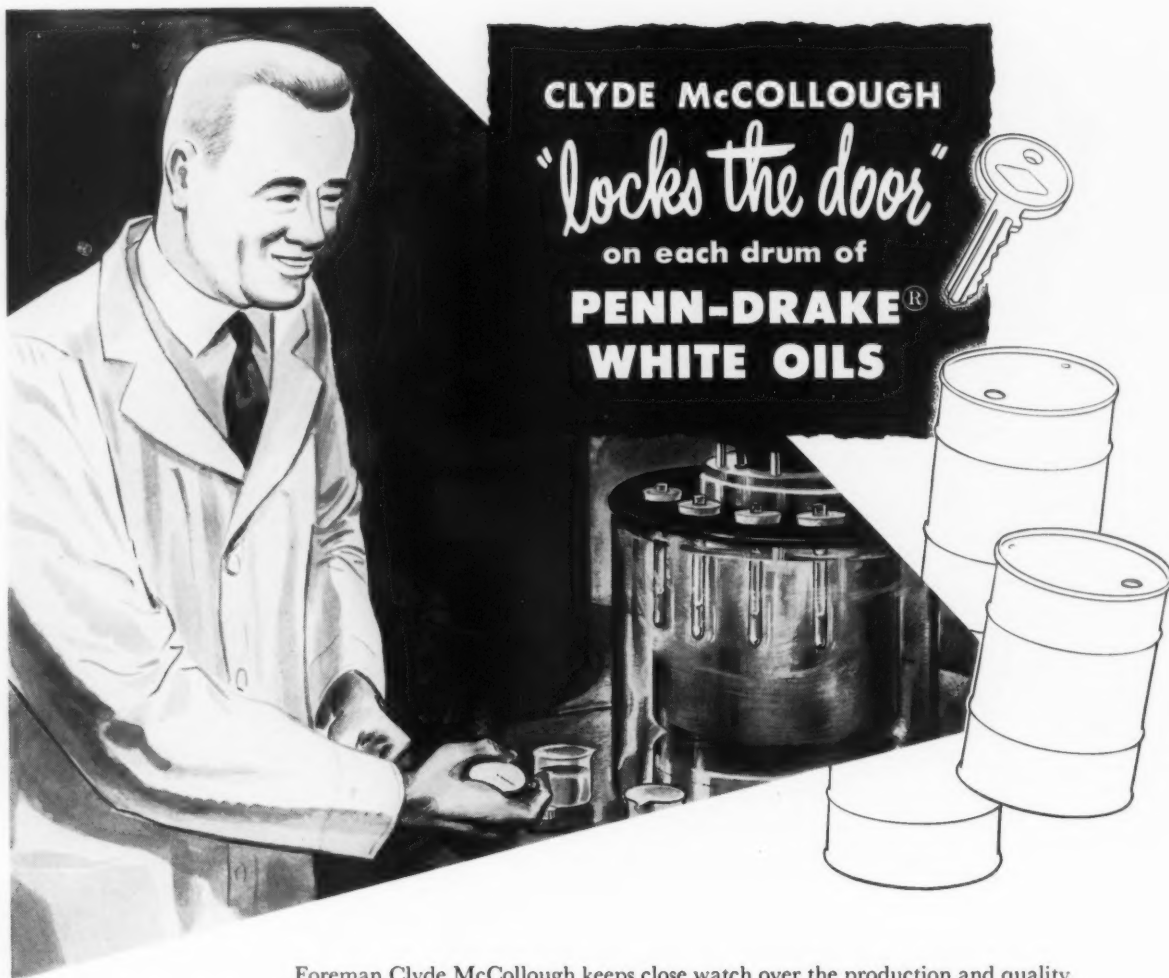
From all indications, about all perfumery lines are expected to go well in the Montreal territory, if not in Canada as a whole. Popular named brands doubtless will lead in favor, but there should also be plenty of business for the lower-priced synthetics.

Suburban Supermarket Trade Jumping

JEAN ROBERTS

Dallas—A new factor has come into the Dallas cosmetic market within recent months: the incorporation of extensive cosmetic departments in large supermarkets opening in suburban sections of the city. A few stores have had these large departments for some time, but lately the number of shopping centers and glorified supermarkets has jumped considerably. The Wyatt stores, locally owned, took the lead and with such success that the new Safeway and A & P stores have had to add more space for drug products and cosmetics.

Most department store buyers questioned said they had not been able to trace any direct results as yet; that their business was still as good or better than last year. But they believed that this was in large part due to the continued increase in population in this area. They know that more and more housewives are staying away from downtown and buying as much as possible in suburban locations; consequently they are trying to establish luxury lines and services which are not available in grocery or chain drugs. One answer is better trained clerks who can really help custom-



CLYDE McCOLLOUGH

"locks the door"

on each drum of

PENN-DRAKE®
WHITE OILS

Foreman Clyde McCollough keeps close watch over the production and quality control of Penn-Drake White Oils. He and the craftsmen working with him give particular attention to attaining the highest point of purity in the refining process.

When this point has been reached . . . and all impurities have been removed . . . Clyde McCollough authorizes the introduction of a U.S.P.-approved preservative. This additive, in a sense, "locks the door" against instability.

Because of this, and because of the extra care taken in the refining process, you can be certain of the life-time stability of every drum of Penn-Drake White Oil. By standardizing on these pure, highest quality white oils you can be positive that your finished products will not suffer because of instability . . . in processing, in shipment and in storage.

Odorless, colorless and tasteless, Penn-Drake White Oils are supplied in a complete line of U.S.P., N.F. and technical grades. If a regular white oil will not do for your product, Penn-Drake will work with you in developing one with the distinctively different properties you require.



PENNSYLVANIA REFINING COMPANY
GENERAL OFFICES: BUTLER, PENNSYLVANIA

Refinery at KARNES CITY, PENNSYLVANIA

Branches: Cleveland, Ohio; Edgewater, N. J.

Representatives in Principal Cities

MAKERS OF: White Oils (U.S.P., N.F. and Technical); Petrolatums (all grades and colors); INSECTI-SOL (deodorized insecticide base); Deodorized and other Naphthas; Petroleum Sulfonates, Waxes; Industrial and Motor Lubricants and Greases; Fuel Oils, and other petroleum products.

ers with cosmetic problems. Another is direct mail and display advertising with an appeal for mail orders. Both of these methods are being used extensively.

Some newspaper advertising by department stores directly benefits the suburban competition. For instance, Tiche-Goettinger department store ran special offer on the new plastic bottle of Drene shampoo. At that time, most drugs and groceries had not stocked this bottle . . . at least it was not on their shelves. Demands were such that it went up on the shelves in the next few days. Response to the ad at Tiche's also was good.

With the advent of the real "Texas summer," cosmetic departments have had a heyday of hot

weather advertising. Editorial space in large quantities has been devoted to care of the hair during the hot, dry weather and swimming season, as well as care of skin, hands, legs, etc. Most department heads plan a continuation of hot weather items for the next several weeks.

The past month has been a small peak season in cosmetic advertising with newspaper space taking the lead, backed up by radio, television, and direct mail. Most reports show sales to be good.

Father's Day came in for its share of promotion with almost every department having special counter space for cosmetic items especially suited for the man of the family.

Consumer Resistance Crumbled: Rubinstein Drive Highlights Thriving Hair Coloring Market

MAGGIE FLEMMING

Buffalo—Hair goods have, appropriately enough, given this market center a head start towards a colorful summer. All-over highlight tints and complete color switches have gained tremendously in popularity this past month. The contrasting strand streaks are on the increase on everyone, from counter hash-slingers and TV performers to the most conservative members of the society set. In short, the manufacturers of hair-coloring preparations have done a wonderful job of transforming earlier unfavorable conceptions about hair-coloring to their eventual advantage.

Highlight of this month's business at the Wm. Hengerer Co. was the sensational presentation of Rubinstein's Color Shampoo and Hair Rinse. It was launched via newspaper advertising and a startlingly plain but very striking window display. In this display were seven mannikin heads on pedestals, the heads topped by vari-colored wigs featuring the different colors of Rubinstein hair shades each mannikin flanked by Rubinstein make-up essentials and nail polish ensemble complementing the colors of the respective wigs.

A front counter just inside one of the main entrances of the store simulated a mammoth dressing table, complete with flounced skirt of peach taffeta, topped by two milk-glass boudoir lamps. On this counter were stacked the various hair-coloring and makeup items of the Rubinstein line, presided over

by Mr. Roget from the Rubinstein salon. Gold or silver hair streaks were offered gratis to any customers desiring them, and the entire promotion was one colossal success.

The next outstanding item at Hengerer's for this month was Charles Antell's hair conditioner and shampoo—outstanding because the store carried only one newspaper ad on the item when it first arrived two months ago. Subsequent selling and reordering is attributed to Charles Antell's national radio advertising.

Self-Service Pays Its Way

According to the latest development at J. N. Adam's, self-service sections are well worth all the room given to them. This month, J. N.'s have added two more counters to this section, stocking them with more of the popular-priced, nationally advertised items that move off their counters with amazing speed: miscellaneous toilet articles, hair goods, tissues, and other home sundries.

Solid Colognes Top Sellers

This month's cosmetic leader here is Ayer Magic, which is gaining in momentum with each week's business. Solid colognes are more popular than ever, with travel kits and plastic bottle sets moving well. But graduation buying did not produce the turnover that was expected, and many other general cosmetics for personal use have been slower than usual, a condition which buyers believe to be directly traceable to the steel strike.

Demonstrators Draw Heavy Volume

LEE MCKENNON

New Orleans—One of the larger department stores here had a definite check on how much a demonstrator means when a new product is introduced. The shipment of Robert Curley "Train-A-Curl" kits containing shampoo, hair conditioner and brush-comb arrived and were put on the counters. A few sales were made throughout the week. Then the demonstrator arrived and worked a week, brushing her hair into curls and out again, then into more curls to the interest of groups of customers. The Robert Curley sets sold rapidly in a heavy volume.

Harvest Time

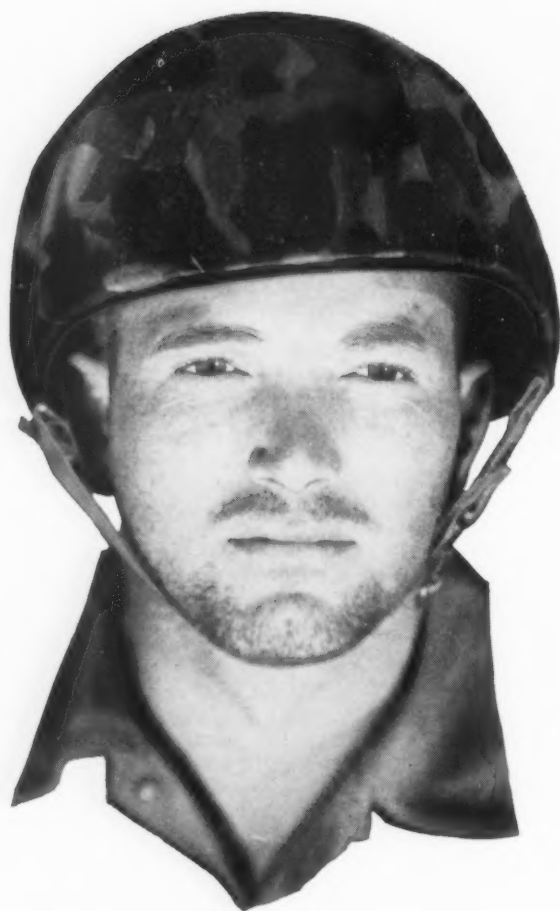
Another demonstrator who did a wonderful business was Max Factor's Supervisor who demonstrated cosmetics. Groups of women gathered around to listen and watch, then bought. John Robert Powers' representative also drew an excellent volume of attention using the Cosmetoscope Analysis, Make-up Chart and Models' Beauty Bible. Gadgets and a demonstrator together are an unbeatable combination, the buyer decided. Sales piled up and made everyone concerned happy.

New Ingredients are always interesting but sometimes take time to catch on, one buyer remarked. Clo, the new shampoo advertised containing chlorophyll has moved moderately well and, the buyer thinks, will move faster when women get better acquainted with the product and idea.

The travel counter at another department store was doing an excellent business. Soap Leaves from Mauvel Ltd. and Quettes from the Q. W. Laboratories were selling quickly to vacationists while empty plastic containers for cosmetics were moving well, too. Cosmetics packaged in plastic were going in good volume and the buyer was very happy.

Erno Laszlo has come to town and his preparations are on sale at one of the department stores. The buyer there is very enthusiastic about the volume of sales. She attributes the quick success to Laszlo's excellent reputation and fine advertising program. She says the customers like the "Skin Interview" chart very much and the unique packaging of the line attracts even the casual customer.

First Lieutenant Henry A. Commiskey, USMC Medal of Honor



ONE SEPTEMBER DAY, near Yongdunp'o, Korea, Lieutenant Commiskey's platoon was assaulting a vital position called Hill 85. Suddenly it hit a field of fire from a Red machine gun. The important attack stopped cold. Alone, and armed with only a .45 calibre pistol, Lieutenant Commiskey jumped to his feet, rushed the gun. He dispatched its five-man crew, then reloaded, and cleaned out another foxhole. Inspired by his daring, his platoon cleared and captured the hill.



Lieutenant Commiskey says:

"After all, only a limited number of Americans need serve in uniform. But, thank God there are millions *more* who are proving their devotion in another vitally important way. *People like you*, whose successful *50-billion-dollar investment* in U.S. Defense Bonds helps make America so strong no Commie can crack us from within! *That counts plenty!*"

"Our bullets alone can't keep you and your family peacefully secure. But our bullets—and *your Bonds—do!*"

★ ★ ★

Now E Bonds earn more! 1) All Series E Bonds bought after May 1, 1952 average 3% interest, compounded semiannually! Interest now starts after 6 months and is higher in the early years. 2) *All maturing E Bonds* automatically go on earning *after maturity*—and at the new higher interest! Today, start investing in better-paying United States Series E Defense Bonds through the Payroll Savings Plan where you work!

Peace is for the strong! For peace and prosperity save with U.S. Defense Bonds!



The U.S. Government does not pay for this advertisement. It is donated by this publication in cooperation with the Advertising Council and the Magazine Publishers of America.



The Editorial - "WE"

Facing the Economic Future

WITH the defense production already tapering off, and the outlook for such production one of continued decline for the future, are we facing depression and unemployment? This is the question posed by Arno H. Johnson, vice-president and director of research of J. Walter Thompson Co., whose rejection of a pessimistic outlook is not based on any unwillingness to see the facts. Analyzing our productive ability, Mr. Johnson demonstrates that an increase of only ten per cent "in the civilian standard of living by 1954 could in itself offset a cut of over \$20 billion in defense production—thereby removing the pressure toward unemployment." Exploding the oft-repeated statement that the consumer today has little left in the pocket-book after paying for taxes, food, clothing, and shelter, Mr. Johnson presents statistical proof that 53 per cent of the national income was available in 1951 for discretionary spending, whereas in 1940 this amounted to only 35 per cent of the income. Nevertheless, without taking issue with these contentions, we do believe that there is a sizeable portion of the population that feels the "squeeze", so to speak, and that cannot put aside 53 per cent of its income, or probably not 25 per cent, for discretionary spending. Furthermore, the concept of what constituted basic living necessities in 1940 and in 1951 went through fundamental changes, and this may account for the 53 per cent figure, for it is based on 1951 income but on 1940 standards.

Fortune on Flavor

WITH unreserved enthusiasm, we urgently recommend to all of our readers the article on flavor that recently appeared in *Fortune Magazine*. It is seldom that a popular publication (if *Fortune* can be so described) can capture the total picture of an industrial or technical development, and record it without exaggeration or distortion, as was done in this instance. But companies handling food products and

flavor materials will not only find themselves endorsing the article; they will find that they have a great deal to learn from it. The methods of testing flavor that are described, the program for determining whether a batch has the same flavor as a previous batch, the problems encountered with consumer preference testing—all of these matters are discussed in an intelligent manner. That flavor executives should study the article with care goes without saying; that it has even more to teach perfume and cosmetic houses, we suspect, precisely because the methods employed by the food manufacturers are not yet in practice but only under the study of many a skeptical eye in the fragrance and beauty industries.

On Chemicals and Synthetics

SPEAKING of flavor, our attention is called to a statement made at the recent convention of the Flavoring Extract Manufacturers Association by Dr. R. C. Newton, vice-president in charge of research of Swift & Co. While advocating that new substances be thoroughly tested before they are actually put into use, Dr. Newton warned against the prejudice in the minds of the public that was aroused whenever one spoke of adding chemicals to foods. All foods are chemicals, Dr. Newton pointed out, and man for centuries has been using many chemicals in processing his foods. "There is no logical reason, therefore," he continued, "why the public sometimes should give the word 'chemical' a sinister connotation." Granted—and how true of perfumes and cosmetics, as well as foods. Say that a perfume contains synthetics, and there is an immediate suspicion in the minds of the user that it is an inferior product. But natural materials contain chemicals, often identical in structure to those made by man. In fact, one can almost speak of such chemicals as being nature's synthetics, in the sense that they are synthesized by natural processes. And from time immemorial nature has used such chemicals

to build up her fragrances, to impart delicious aromas, and from the time that man first made perfumes, he used such "natural synthetics." There is no reason that there should be any prejudice against synthetics in perfume, for it is well-known that the finest perfumes are combinations of nature's oils and man's chemicals, and that one would not be useful without the other.

Delaney Hearings

A GREAT deal of time must pass before the industry can assess the effect upon the public of the publicity obtained by the Delaney Committee. No doubt the hearings were given a deliberate election-year slant, and it is unfortunate if legislation affecting an industry and affecting the public should be considered because of the temporary political advantages to be gained by its proponents. Yet, we cannot help but feel that the industry has come out holding its own. Despite the one-sided portrait of shortcomings and errors that the Delaney sleuths were able to uncover, or claimed to have found, the total picture emerging before the public has not been one of irresponsibility or malicious intent. Quite the contrary. Compare the public attitude today with that of the "guinea pig" era, when anti-industry books were widely circulated and the American people were given distortions of the worst order in place of the truth. Perhaps the industry spokesmen have been more able and the press less sensational. But, more than that, we tend to believe that the generally favorable impression made by the makers of cosmetics is due to the poverty-stricken material of the muck-rakers. So few have been the cases of allergies, of substandard materials, of harmful effects, that those who would point their guns upon a billion-dollar industry because of rare, isolated, and completely atypical instances of shortcomings, have been standing on a shoddy foundation. That Mrs. Public is undaunted and unfrightened is a tribute to her good sense, and is the best answer to the mudslingers.

Cosmetic Exports Up But Small

FOR the first time since 1947, the exports of cosmetics from the United States has increased over the previous year, an analysis of the figures of the Department of Commerce reveals. Last year, the value of all cosmetics, including fragrance products, dental creams, and



Want a Best Seller ?...

A HAPPY BLENDING of fragrance for your product might well produce an outstanding *sales* success story. Do what America's leading manufacturers have done—consult with Naugatuck Aromatics. You'll find a perfect combination of extensive manufacturing capacity... world-wide connections... ample stocks...

well-equipped laboratories for development and control. Our chemists have a wealth of experience in all types of odor and perfume problems. Write or call us for discussion of any problem whether it be improving an old product or developing a new one into a *best seller*.

A COMPLETE LINE OF:

Aromatic Chemicals
Essential Oils
Natural Floral Products
Perfume Compounds and Specialties
Industrial Perfumes and Deodorants

NAUGATUCK AROMATICS

DIVISION OF UNITED STATES RUBBER COMPANY

254 Fourth Avenue, New York 10, N. Y.—701 South La Salle Street, Chicago 5, Ill.

Toronto—Montreal

Sole Distributors for:

JEAN BODINE, PIERRE ZILLER, UNION COURT S. A., GRASSE, FRANCE

MANUFACTURERS OF AROMATIC CHEMICALS—IMPORTERS OF ESSENTIAL OILS

hair shampoos, but not other soaps, amounted to about eleven million dollars. This is an increase of about one million over the previous year, and it can be contrasted with the twenty-four and a half million mark for the industry in 1947. Of this eleven million figure, it is interesting to note that dentifrices amounted to three millions, lipsticks to somewhat over the one million figure, hair preparations to one and a third, and the remainder distributed among many products. Now, it seems to us that there are few industries in the United States having so large a volume and so little export as cosmetics. Certainly, considering the enormous prestige of American cosmetics throughout the world, an export figure that amounts to only a fraction more than one per cent of American production seems slight, indeed. The dollar situation is probably the major factor, for governments are reluctant to approve import requests for materials that are considered as dispensable as cosmetics, or that are usually obtainable from other countries. No doubt, the large number of major American companies that have built their own facilities in foreign lands likewise accounts for the relatively small figure. However, we are inclined to believe that the major factor is the lack of dollars for purposes not considered vital to the welfare of a country. This is particularly evident when the meager eleven million dollar figure is contrasted with a record-breaking 281 million for drugs.

Is Anybody Listening?

AGAIN referring to *Fortune Magazine*, few articles in that publication have attracted as much attention in the business world as did the study of the language of American industry in its approach to the problem of communicating with the public and within its own confines. The focus of attention in this study was on what was *wrong* in the way industry speaks to its employees and to its customers. This study has now been published as a short book, bearing the title in the form of a question which we suspect is rhetorical, *Is Anybody Listening?* The subtitle of the book indicates that the emphasis may have been overstressed in obtaining a negative response to the titular question: How and why U. S. Business fumbles when it talks with human beings. Our impression on reading this amusing (and sometimes amazing) dissertation is that,

one-sided though it may be in its effort to prove a point, the book for that very reason may help to correct some of the more unfortunate practices that have developed in the important fields of employe and public relations.

Why Price Controls?

Is there a need for continued price controls in the United States? This is a complex question, and one that undoubtedly becomes a political football in an election year, when candidates are so vitally interested in the effect of every statement on the ballot box. We were struck by the fact that the latest group to speak out for termination of price control is the Committee for Economic Development, a business organization which previously had advocated only revision and not end of control measures. Price regulations should come to an end by the beginning of the new year, the C.E.D. contends, for seven reasons: lack of evidence of inflationary pressure; the fact that the impact of the defense program on our economy has already largely been felt; the need for greater flexibility to assure full employment; civilian goods are in plentiful supply, with prices below their peaks; allocations can be used to limit civilian demand of scarce materials; other measures (taxes, monetary and credit controls) are an adequate defense against inflation; controls are costly and wasteful; and, finally, controls place too much power in the hands of the governments. Now, these are effective arguments, and their source gives even greater weight to them. It is to be hoped that the suggestions of the C.E.D. will be studied not only by government, but by various industry leaders, in order to determine what effect the end of controls might have on individual business efforts.

Again Fair Trade

HAS the Administration a policy? Apparently on the controversial matter of fair trade, it does not. The Department of Commerce has one attitude, the Justice Department another. We commented not long ago on Secretary of Commerce Sawyer's favorable attitude toward fair trade, but hardly had the ink on these pages dried when we read the testimony of one H. Graham Morison, in charge of the Justice Department's anti-trust division, who was the first witness before a Senate Committee conduct-

ing hearings on a bill to validate the state fair trade regulations. We are sympathetic with Mr. Morison's approach that considers the consumer the important factor in this picture, but we can hardly believe that he has accurately summarized the position of the buying public. "Being unorganized," his statement reads, "consumers receive scant consideration under this scheme, and it is nonsense to say that the consumer exercises control over resale price maintenance agreements or that his interests are considered in their execution." But who protects the consumer against the loss leader, in an instance where well-known brands are advertised at ridiculously low prices only in order to bring the consumer into the store so that the loss can be more than recouped on unbranded merchandise? "The father who needs drugs for his sick child cannot go on a 'sitdown strike,' Mr. Morison further contends. This sentimental appeal is likely to touch the hearts but hardly the minds of the American people. For of what use is the price-cutting on one drug if it is only meant as a lure to bring this father into the store and permit him to learn that the item on the prescription is higher than ever? Recently someone said that the facts regarding fair trade causing "higher prices in total are unconvincing . . . monopoly does not result from fair trade laws . . . (they) have a stabilizing influence on the economy." The author of these statements? Secretary of Commerce Charles Sawyer!

No Soap, No Soap

OCCASIONALLY, but very rarely, there is a consumer shortage of some product of necessity in the United States, but the American traveler who goes abroad cannot help but be struck by the difficulties of obtaining in foreign countries the very commodities which are most indispensable to living in the United States. Not a new observation, but one that was brought home to us in a most dramatic fashion when we read of columnist Bob Considine's efforts to obtain a bar of soap in Spain. Tourists going to Spain, the columnist advises, ought to bring their own soap, for that product is "as scarce in Spain as say, uranium is in the United States." A slight exaggeration, we suspect, but nevertheless a remark that will be of interest to us, as Americans, as possible tourists, and as an industry deeply interested in the bar of soap.

SENSATIONAL NEW COFFEE IMITATION ANNOUNCED

*Authentic Felton Reproduction,
Felcafé, Revolutionizes Use of Coffee
Flavor In Vast New Fields*

As a result of several years of research and development, Felton Chemical Company chemists have produced a new coffee flavor that has revolutionized the use of coffee in many products. Candy, ice cream and baked goods manufacturers have long been aware of the handicaps presented by the lack of stability of coffee flavor concentrates, and it was this problem which Felton tackled first. Literally hundreds of new chemicals were isolated in the search for proper ingredients, and at least fourteen new specific aromatics were developed.

Never before
all phases of
no distortion for
Study carefully
ingredients were
Felton contributed to
Never before has a
all phases of such an important matter

no distortion found in any of the products. Study carefully the ingredients as outlined in the ingredients were the most important. Felton contributed by doing. Never before in accomplishing all phases of the matter are no distortion in the products.

75 Times Stronger Than Coffee

Felcaf  has been found to be at least 75 times stronger than coffee, and its economy is quickly obvious to any manufacturer. Thousands of batch tests have been made, not only by Felton, but by manufacturers using flavors, and based on the commercial conditions of manufacture in the candy, ice cream, dessert, beverage and extract fields. Felcaf  has proven its record-breaking economy.

Will Not Cook or Freeze Out

Felton's unusual flavor is non-volatile, and its stability eliminates any worry about cooking off or freezing out. Neither does it oxidize or become rancid.

Candy Manufacturers Applaud Advantages

Felcafé retains its full-bodied flavor in Hard Candy, Toffee, Caramels, Fudge, Soft Centers, Creams and Fondants, Marshmallows, Gum, Starch Jellies, Chocolate.

Ideal for Foods and Desserts

Popular coffee flavor can now be successfully applied to Ice Cream, Ices and Sherbets, Packaged Ice Cream Mixes, Puddings, Syrups, Beverage Concentrates, Gelatin, Pie Fillings, Cake Fillings, Icings, Toppings, Sandwich Fillings, Carbonated Beverages, Extracts.

Versatility of New Flavor for Pharmaceuticals

Coffee as a flavor for pharmaceuticals can be a big factor in the success of all kinds of products such as Pharmaceuticals, Lozenges, Troches, Vitamin Tablets, Cough Syrup, Elixirs.

***Write For Samples of This
Amazing Coffee Flavor***

Tell us about the products in which you would like to use Felcafé. We will be happy to send you directions and liberal samples for testing.



FLAVORS • ESSENTIAL OILS • AROMATICS

ELTON CHEMICAL COMPANY, INC.

ELTON SWEENEY COMPANY, INC.
599 Johnson Avenue, Brooklyn 37, N. Y.

PLANTS: Brooklyn, N. Y. • Los Angeles, Cal. • Montreal, Que. • Paris, France

SALES OFFICES: Atlanta • Boston • Chicago • Dallas • Philadelphia

Stocks Carried in Principal Cities



Flavors



Flavor Materials Nomenclature

The value and necessity for using proper nomenclature for aromatic chemicals employed in the flavor industry and in formulation is strongly emphasized.

MORRIS B. JACOBS, Ph. D.

IN a recent issue of *Chemical & Engineering News* (*Chem. Eng. News* 30, 1455 (1952)) Dr. Austin M. Patterson, the well-known authority on chemical nomenclature had this to say: "The fatty acids caproic ($C_6H_{12}O_2$), caprylic ($C_8H_{16}O_2$), and capric ($C_{10}H_{20}O_2$) have given trouble because of the similarity of their names. For their radicals the International Union has abandoned caproyl in favor of hexanoyl, caprylyl in favor of octanoyl, and capryl in favor of decanoyl. This decision points plainly to the Geneva names hexanoic, octanoic, and decanoic for the acids themselves."

This section of *The American Perfumer* hopes that Dr. Patterson will not lend his influence and authority in this direction and that the change will not take place. Dr. Patterson states as his first rule for the naming of chemical compounds: "1. As few changes as possible will be made in terminology universally adopted." Universally adopted certainly applies to the names caproic, caprylic, and capric acids and these names are well grounded in our literature. They have a distinctive meaning particularly to flavorists and perfumers. Furthermore, if these names are changed it will strengthen the attempts to change the names of enanthic acid to heptanoic acid and pelargonic acid to nonanoic acid.

It is about time we stopped

changing names merely because some one is too illiterate to appreciate small differences in terminology. We have plenty of words in our language and there are many words in other languages that are even spelled exactly the same way and have different meaning. These do not seem to raise any difficulties in common usage. For example as I pointed out in an article in *The American Perfumer* in April, 1950 on terminology in specifications: Seeded raisins are raisins from which the seeds have been removed. Seeded rolls, on the other hand, are bakery products which have been sprinkled with seeds. The simple word "knot" has 16 substantive meanings and 4 uses as a verb. No one seems greatly troubled by these differences.

In the instance in question concerning the caproates, the caprylates, and the caprates, I am staunchly opposed to change and what is mistakenly termed "progress."

Major Systems

It is impossible and unnecessary to repeat here all the rules for the naming of organic compounds. The rules adopted by the Council of the International Union of Chemistry at Liège in 1930 entitled, "Definitive Report of the Commission on the Reform of the Nomenclature of Organic Chemistry" appears (in translation) with

comments in the *Journal of the American Chemical Society* 55, 3905-25 (1933) and in *Handbook of Chemistry and Physics* (Chemical Rubber Publishing Co., Cleveland, Ohio). The rules used by Chemical Abstracts which are those generally adopted in the United States of America are detailed by Patterson, Capell, and Magill in *Chemical Abstracts* 39, 5875-5948 (1945). These rules are those commonly used for the aromatic compounds discussed in this section.

Enanthates

Let us look at the difficulties changes in nomenclature have caused in the flavor field. These difficulties have been compounded by persistent use of improper terminology in this field. Possibly the classic example is that of the enanthates.

The custom of calling esters "ether" was dropped some 70 years ago, yet there are firms dealing with aromatic chemicals which still list ethyl enanthate as oenanthic ether or enanthic ether in their catalogues. The name accepted by Chemical Abstracts for the ethyl ester of the straight chain, aliphatic, C_7 acid is ethyl enanthate. This compound is referred to in the literature in addition to the ether nomenclature given above as ethyl heptate, ethyl heptanoate, ethyl heptylate, ethyl oenanthate. In addition each one of these terms may

Presenting....

VANITROPE®

A NEW VANILLA-LIKE *Flavor* MATERIAL

As a vanilla-like flavoring agent of extremely high potency, VANITROPE has demonstrated an unusual adaptability in all branches of the food, confectionery, baking and ice-cream fields.

Its advantages are these....

FLAVOR

Used in substantial proportion with other synthetics, VANITROPE brings flavor closer to the true natural vanilla.

STRENGTH

The flavor strength of VANITROPE is sixteen times that of vanillin. In the presence of sugar, this ratio is considerably higher.

CHARACTER

Pure white crystalline synthetic, non-discoloring and non-hygroscopic, with a remarkable stability at high processing temperatures.

COST

The use of VANITROPE permits savings of up to 50% over standard vanilla-like synthetics at equivalent flavor strength.

VANITROPE has proven its value in nationally distributed foods as well as in exhaustive laboratory investigations. VANITROPE, a registered trade name for propenyl guaethol, is of interest to all flavor users. Inquiries are solicited. Samples and technical bulletins are available for study.

VANITROPE IS A CONTRIBUTION OF

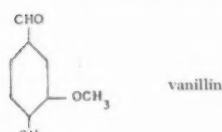
} *Shulton* Inc.
FINE CHEMICALS DIVISION

630 FIFTH AVENUE, NEW YORK 20, NEW YORK

be used in the inverted nomenclature, often used for indexing, as enanthic acid, ethyl ester; heptonic acid, ethyl ester; heptanoic acid, ethyl ester; etc. In addition this compound is sometimes called cognac essence, oil of grapes, and *Oleum Vitis Viniferae*, giving a total of 16 names used currently in the literature. Surely it would be best to stress the use of the term ethyl enanthate which has made some headway as the most common term instead of reverting to one of the other names.

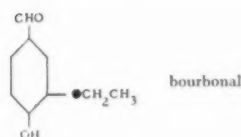
Vanillin and Bourbonal

Vanillin is the accepted trivial or common name for 4-hydroxy-3-methoxybenzaldehyde,



which was formerly called protocatechualdehyde methyl ether and sometimes vanillaldehyde.

Its homologue, 3-ethoxy-4-hydroxybenzaldehyde, whose accepted trivial name is bourbonal,



is very often improperly termed "ethylvanillin." It is possible that this error in nomenclature arose from the proper use of the ethyl term in the name protocatechualdehyde ethyl ether. A glance at the formulas, given above, readily illustrates the fact that bourbonal is not an ethyl derivative of vanillin but is actually a methyl derivative of vanillin. It is indeed poor policy for flavor chemists and the flavor and aromatic chemical industry to persist in using this incorrect term for 3-ethoxy-4-hydroxybenzaldehyde.

This poor policy decreases the chances of finding references in the literature to work done with bourbonal. For instance, *Chemical Abstracts* does not index bourbonal under the incorrect name of "ethylvanillin" and thus carries virtually no references to it ("ethylvanillin") while it does index the name of bourbonal. *Beilstein*, Vol. VIII, Fourth Edition (system number 773) and in the first supplement to Vol. VIII lists only 4-oxy-3-ethoxybenzaldehyde (equivalent to 3-ethoxy-4-hydroxybenzaldehyde in

American usage) and protocatechualdehyde 3-ethyl ether. In the second supplement to Vol. VIII the trivial name of bourbonal is also carried. "Ethylvanillin" is not mentioned in any of these volumes nor is it cross-indexed.

It has been my experience to find flavor chemists who have apparently never even heard of the term, bourbonal. How could such a chemist look up the literature on this compound?

Coumarin

The accepted trivial name for the inner ester or lactone, 1,2-benzopyrone is coumarin. It is occasionally also termed *o*-coumaric acid lactone and coumarinic lactone. The German spelling of this compound is "cumarin" but this spelling has not been adopted by *Chemical Abstracts* or other authoritative American chemical reference texts.

Inverted Names

I would not want my readers to feel that I unhesitatingly adopt every convention used by *Chemical Abstracts*. I think *Chemical Abstracts* pushes the parent compound rule too far. Thus, I see nothing to be gained by listing the esters as derivatives of the acid constituent in their index. One must in this instance look under acetic acid, amyl ester, for example, for references to the common simple compound, amyl acetate. Such usage merely adds 2 unnecessary words to the index for almost every ester term. In addition everyone who has to look up an ester must stop and think whereas looking up an ester should be just as automatic as looking up any other compound.

A similar unnecessary convention is to list hydrazine compounds under hydrazine as the parent compound. This is not done for amines. Why should it be done for hydrazines? Indeed in *Handbook of Chemistry and Physics* this convention is followed and it appears silly to me to look under "Physical Constants of Organic Compounds" for compounds under the heading of hydrazine since hydrazine, NH_2NH_2 , is not an organic compound.

In a succeeding article, it is hoped to continue the discussion concerning the nomenclature of aromatic compounds commonly used in the flavor industry such as the phenylglycidates, gamma-undecalactone, phenethyl alcohol, and others.

Canada's Chemical and Related Industries Production Up 17%

Production of Canada's chemical and allied products industries rose about 17 per cent in 1951 to reach an all-time record value, according to preliminary figures compiled by the Dominion Bureau of Statistics. Total for the year amounted to \$759,350,000 as compared with \$646,871,000 in 1950.

Higher prices for chemical and chemical products accounted for a substantial share of the gains in output values in recent years, but in terms of physical volume it appears that the increase in 1951 compared with 1950 was about 6 per cent and with 1939 about 140 per cent.

Output values were higher in 1951 than in the preceding year for all industries except polishes and dressings which fell slightly to \$13,323,000. Coal tar distillation rose 13.6 per cent to \$11,402,000; heavy chemicals 38.8 per cent to \$121,465,000; compressed gases 15.7 per cent to \$14,740,000; fertilizers 9.05 per cent to \$75,235,000, medicinal and pharmaceuticals 13.3 per cent to \$86,551,000; paints and varnishes 10.4 per cent to \$102,704,000; soaps and washing compounds 8 per cent to \$71,309,000; toilet preparations 1.6 per cent to \$21,287,000; inks 0.7 per cent to \$10,292,000; vegetable oils 21.7 per cent to \$57,218,000; adhesives 14.9 per cent to \$11,118,000; primary plastics 27.5 per cent to \$39,171,000 and miscellaneous chemical products 23 per cent to \$123,535,000.

There were 1,036 plants in operation in 1951 giving employment to 43,839 persons whose salary and wage payments amounted to \$126,487,000 as compared with 1,033 establishments with 41,475 persons earning \$106,794,000 year before. Cost of materials used was \$359,835,000 as against \$307,706,000.

Exports of chemicals and allied products increased substantially in 1951 at \$131,000,000 against \$100,000,000 in 1950, with the United States accounting for \$67,000,000, or nearly 52 per cent of the total. Imports rose about 28 per cent to \$191,800,000. About 86 per cent came from the U.S., and 8.4 per cent from the United Kingdom.

National Dairy Products Corp. Absorbs Humko Co.

The National Dairy Products Corp. has acquired the Humko Co. and the Trendex Co., both of Memphis, Tenn.

Another Viewpoint on Vanilla

A scientific approach to the problems of the vanilla bean user is more desirable than an attack on the types of flavoring which have come into common use says expert

ROBERT ROSENBAUM*

JOSEPH R. MAXWELL, president of the Vanilla Bean Association of America, in his article "Some More Facts About Vanilla," which appeared in THE AMERICAN PERFUMER for April, 1952, seems to tilt against windmills in a quixotic manner.

There can be no disagreement over the subtlety and distinctive character imparted by well cured vanilla beans that have been harvested at the proper moment of maturity, provided that the growing conditions and many other variable factors, under which they have been produced, have brought about a satisfactory fruit development.

A large percentage of all of the agricultural product, whatever the country of origin, is not to be considered as of top quality. The fiction that such fruits would develop into a fine flavoring material, if permitted to mature and ferment upon the vine, is an evasion of the practical reasons for artificial curing.

The manipulation that takes place during curing is much more

than a mere dehydration. It is an attempt to control the fermentation without which there would be no flavoring value whatever. Too rapid a curing results in vanilla beans that have little else than a vanillin flavor and there are thousands of pounds of such beans that reach our markets annually.

With such an imperfect knowledge of the processes which take place during the development of the typical vanilla aromatics, all curing methods are purely empirical and the end result extremely variable.

The food industries are charged with the responsibility of providing ever increasing masses of people with finished products that are within the ability of the consumer to purchase them. Uniformity in flavoring characteristics is of paramount importance. Is it not an academic argument that tries to place combinations of the synthetic and agricultural products into entirely different categories from the agricultural product alone? The food labels disclose to the consumer the presence of whatever additive may be present and there is actually no deception involved.

The vanilla bean industry, all over the world, has been so backward in its quality control and its research, or complete lack of program, that it now seeks to stay the technical advances which have brought manifold benefits to the consumer.

It is not time that we made a truly modern approach to these much abused terms "pure" and "imitation"? Mr. Maxwell admits that there are many substandard products, such as reconstituted oleoresins, that may be offered as "pure" vanilla, with little or no fear of detection. The use of vanilla beans alone is no guarantee of the quality of any manufactured vanilla flavoring.

Further, vanilla beans as fruits upon the vine have NO flavoring value. Their juices are actually poisonous and frequently cause acute cases of dermatitis to those who are required to handle them. What brings about their conversion into a pleasing aromatic substance? It is certainly not a mere dehydration. There are complicated processes that result in *synthesis* of the aromatics from compounds that are present in the

*Chief of research work in vanilla bean Plantation of David Michael & Co. for 15 years.

HOW TO **solve** YOUR COLOR PROBLEM
... IN THE QUICKEST POSSIBLE WAY

Note this D. & C. and Ext. D. & C. Colors for Perfumes, Soaps, Shampoos, Bath Salts, Toilet Preparation Compounds, Waxes, and Brilliantines. Try SAPONINE today—the perfect foam producer.

SAMPLES MATCHED

LEEBEN
CHEMICAL CO., INC.

Interstate Color Co. Division

389 WASHINGTON ST., NEW YORK 13, N. Y.

Use F. D. & C. Certified Food Colors for Flavoring, Extracts, Flavors and all other food products.



TEL.: WALKER 5-0210-0211

fruits. Enzymes, play a most important part in this synthesis, provided conditions are favorable.

These enzymes are catalysts and must be brought in contact with the substances upon which they are to exert their influence. For that reason, and none other, it is absolutely essential to alternately heat the beans, by natural solar methods or through the use of man-made ovens, and to cool them through exposure to the air without covers or in racks.

This building up of aromatic compounds, because it is done by an agency that is other than human, has come to be designated as "natural." On the other hand, if humanly controlled processes undertake to produce the same or similar compounds by assembling raw materials from many parts of the world and subjecting them to a uniformity of treatment, the resultant product has come to be designated as "artificial."

This whole approach indicates a lack of understanding of man's place in the world in which he lives. Man is just as much a part of nature as an enzyme. He may be just as constructive or destructive, depending upon circumstances. Actually, there is nothing that is any more natural than anything else, whether it occur through an accident of circumstance in the world around us or whether it be the result of man's conscious attempt to place it where it may be of maximum service.

The only difference is in the method of production. The consumer should be informed of that difference, without any stigma being attached to the product because it has been produced in the laboratory. The label should disclose the common and usual name of the ingredient. If it is appetizing and meets manufacturing requirements, the consumer's choice will determine the utility of the product.

Plastics, fibers, and a host of other man-made compounds, have come to serve in place of so called "natural" products. Each has its rightful sphere and purposes for which it is better suited than anything else. We cannot return to the use of carrier pigeons, smoke rings and incantations in a world that needs airplanes, serum and even man-made flavorings.

Almost 200 degrees were granted at the recent 131st Commencement of the Philadelphia College of Pharmacy and Science.

Flavored Notes

A VERY interesting article on "Oil of Italo-Mitcham or Valpadana Mint" by A. Fayaud appears in *Industrie de la Parfumerie* 7, No. 2, 40-1 (1952). Mitcham mint was imported into Italy about 50 years ago. It is a variety of *Mentha piperita* (white peppermint) but it differs from white peppermint in a number of morphological and physiological characteristics which, according to Fayaud, confer upon the Italian variety a superior resistance to maladies and climate variation. The Italian variety has a rectangular type of stem which is reddish in contrast to *piperita* which is white.

The designation Italo-Mitcham mint belongs exclusively, according to Fayaud, to the oil produced in Italy by distillation of plants of this variety cultivated in Piedmont and in the delta of the Po where it also goes under the name of Valpadana mint. It is grown only on both sides of the Po and not in Messina, Sicily, as mentioned in Parry. The principal centers of production are in the provinces of Turin and of Coni.

Italo-Mitcham mint oil possesses an aromatic richness and at the same time a characteristic sweetness which makes it a product of the highest value and superior in Fayaud's opinion to American, Chinese and Brazilian oils. This he attributes to the terrain in which it is grown.

The distillation is made in the field using iron or copper stills of 500-kg. capacity. The average yield for a 2-hour distillation is 250 grams of crude oil per 100 kg. of herb. This oil contains about 1 per cent of finely dispersed water and some impurities which can be removed by filtration. The analytical constants of the thrice-rectified are: density 0.908, optical rotation -18 deg., solubility in 70 per cent ethyl alcohol 3 to 5 volumes, and total menthol 45-48 per cent.

Contrary to statements in Gilde-meister and Parry, Fayaud never found, in 30 years of experience, the menthol content to be above 50 per cent. It is possible he points out to obtain higher percentages of menthol, even greater than 60 per cent, by laboratory methods and by distilling the herb only at the flowery summit at the moment the plant is near maturity. Such methods do not lend themselves to industrial production where the entire plant, cut close to the ground, is used.

Italy exports more than 50 per

cent of its production and the purchasers are France, England, Germany, and the countries of northern Europe. During the past years the price has varied, following more or less the volume of production, between 7000 and 10000 liras per kg. for the crude product at the still. The rectified product costs about 1000 lire more per kg. Fayaud recommends Italo-Mitcham oil for the preparation of liquors, for confectionery, for pastry, and for deluxe dentifrices.—M. B. J.

Michigan Chemical and Allied Industries Assn. Golf Meets

The next golf outings of the Chemical and Allied Industries Assn. of Mich. will be held July 29 at Forest Lake Country Club, on August 19 at Pine Lake Country Club and on September 23 at Western Golf Country Club.

Naarden Establishes Paris, Tokyo, Osaka Branches

N. V. Chemische Fabriek "Naarden" has established two new branches, one in Paris, under director Marcel Abastado, and a main office in Tokyo with a subsidiary office in Osaka. A plant in Johannesburg, South Africa, for the production of essential oils, essence, and other basic products for the food and beverage industries is expected to be completed shortly.

Bayer Co. Introduces Flavored Children's Aspirin

A new flavored two and one-half grain aspirin for children has been introduced by The Bayer Co. Div. of Sterling Drug, Inc. The tablets are grooved so that they may be split in half. They sell for 15 cents per 24 tablets.

Cosmetic Houses Sponsor Floats in San Antonio Fashion Show

Christian Dior, Dana Perfumes, Lenthieric, and Elizabeth Arden were among those sponsoring floats in the water-borne pageant of "The World Comes to Texas" fashion show, recently held in San Antonio, Tex.

American Structural Products Takes Over Kimble Glass Div.

American Structural Products Co., Owens-Illinois Glass Co. subsidiary, has acquired the business and assets of the Kimble Glass and has changed its name to Kimble Glass Co. Net assets of the subsidiary will total more than \$20,000,000, it has been announced.



Reach for More Sales by having your products made
by the **PRIVATE BRAND DIVISION**
OF AVON PRODUCTS, INC.



*Specialists in fine cosmetics
are at your service.*



*Experienced workers
prepare your products.*



*Cosmetics made by Avon
bring you repeat sales.*

The increased volume you want—whether of fine cosmetics or toiletries you now make, or of new products—can be handled confidently, without further plant investment on your part, by entrusting their production to Avon.

The experienced staff of Avon workers, directed by internationally-recognized cosmetic technicians, can produce for you cosmetics and toiletries that are new and repeat sales builders.

Your products will get the same attention to quality that distinguishes Avon's

present production of many *well-established private brands*. You have available, if you wish, the product and formula assistance of Avon specialists in every branch of cosmetic and toiletries production. With more than 60 years of experience in the field . . . an experience difficult to match elsewhere . . . Avon is prepared to produce quality products that invite *more sales for you*.

Call or write Avon for complete information and production data concerning the specific toiletries or cosmetics on which you seek greater volume.

Avon Products INC.

30 Rockefeller Plaza, New York 20, N. Y.

Strategically Located Plants & Laboratories

Suffern, N. Y. • Pasadena, Calif. • Montreal, Canada

Trade Mark and Patent Rulings

Latest trade mark registrations, Patent Office Proceedings and rulings of the Federal Trade Commission

ALBERT WOODRUFF GRAY, A.B., L.L.B.

Federal Trade Commission Proceedings

AN action brought by the Federal Trade Commission in November, 1951, against Duon, Inc., of Coral Gables, Florida, manufacturer of shampoos and cosmetics, has been settled.

An order of the Commission, to which that company consented, prohibits the company from selling or distributing its products on the condition that the purchasers neither sell nor otherwise deal in the shampoos or cosmetics of any competitive manufacturer.

The Commission has also made an order against Ar-Ex Cosmetics of Chicago, forbidding it from advertising that its cosmetics and soaps contain no allergens or irritants. The Commission asserted that in this instance both the soap and cosmetics of the company contained ingredients of this character.

In an action brought in April, 1950 by the Federal Trade Commission against Hair Experts, Inc. of Detroit, Michigan, with branch stores in Philadelphia, New York, Brooklyn, Baltimore, Washington, Boston, Pittsburgh, Newark and Jamaica, N.Y., the Trade Commission maintained that all the ingredients in the preparations sold by that company as well as its methods of treatment for falling hair, preventing baldness and for growing hair, had been used for years without success.

On March 20 an order was made in this action forbidding the company from representing that its various cosmetic and medicinal preparations would rejuvenate the hair growing functions of the scalp and from using the word "trichologists" in designating its operators and employees, or any similar word that would convey the meaning that the persons so designated were trained in dermatology.

The Beaute Vues Corp. of Burbank, Calif., has signed a stipulation that it will discontinue the advertising of its Nutri-Tonic as the only home permanent wave solution containing an oil cream or oil base.

The Gene Sales, Inc. of Hollywood, Calif., has agreed with the Commission that it will cease representing its cosmetics "Liv" and "Scrub" as serving as a complexion aid or to overcome excess oiliness, fade or bleach scars or correct faulty skin condition.

The manufacturer of Shontex Conditioning Formula has agreed to discontinue advertising that this product prevents falling hair and dandruff or that it has any beneficial effect other than to relieve dryness and aid in the dissolving of dandruff.

Patent Office Proceedings

AN application of the Northam Warren Corp. for the registration of the name "De Luxe" as a trade mark for "cuticle remover, nail polish in liquid cake and base form, rouge, nail white and cuticle salve and polish remover" was refused by the Examiner of Trade Marks and that decision affirmed by the Patent Office Examiner in Chief, with the comment:

"The word 'De Luxe' is defined in the dictionary and is commonly used to denote or claim special elegance or sumptuousness of goods and is a laudatory expression generally used in trade. I do not believe that the term can be considered as having any special trade mark significance."

Opposition to the registration of "Argentine" as a trade mark by Consolidated Cosmetics, has been filed with the Commissioner of Pat-

ents by the Northam Warren Corp., in which it is claimed that the applicant has not the exclusive right to the words either as a trade mark or geographical designation.

Current Trade Mark Registration

THE following trade marks applicable to perfumes and cosmetics were registered in the United States Patent Office during May, 1952.

The Societe d'Etudes et d'Expansion de la Parfumerie de Luxe, Paris, France, for perfumes.

MESSAGER

Faberge, Inc., New York City, N.Y., for perfumes, colognes, toilet waters, filled sachets and dusting powders.

Act IV

John H. Woodbury, Inc., Cincinnati, Ohio, assignor to The Andrew Jergens Company of the same place, for face powder.

SUNNY DREAM

Burroughs Wellcome & Co., Inc. Tuckahoe, New York, for face cream and toilet lanoline.



Leonard E. Lisner, New York City, N.Y. for toilet water, eau de cologne, perfume, nail polish, compact powders, talcum powders, face creams, skin creams, toilet vinegar and eyelash and eyebrow cosmetics.

RIMMEL

Lambert Pharmacal Co., Wilmington, Del., and St. Louis, Mo., assignor to The Lambert Co., Jersey City, N.J., for dentrifices.

PREDENT THERADENT

Louise Fabish, New York City, N.Y., for rouge.

UNIVERSAL

The Grove Laboratories, Inc., St. Louis, Mo., for after shaving lotion.

Skin Pep

Lever Brothers Company, New York City, N.Y., for dentifrice.

Chlorodent

Richard Hudnut, New York City, N.Y., for after shave lotion.

MAESTRO

John H. Woodbury, Inc., Cincinnati, Ohio, assignor to The Andrew Jergens Company, Cincinnati, Ohio, for face powder.

HAPPY DREAM GAY DREAM

Atlanteo & Cie, Paris, France, for perfumes.



Hattie Carnegie, Inc., New York City, N.Y., for colognes.

CARTE BLEUE CARTE VERTE

Goya Incorporated, New York, New York, for shaving soap, shaving stick, liquid and solid brillian-tines, cologne, after shave lotion, hair cream and talcum powder.

CORVETTE

Jacqueline Cochran, Inc., Newark, New Jersey, for cosmetics, and beauty preparations—namely, face powder, face cream, foundation cream, foundation lotion, perfume, cologne, toilet water, cream rouge, filled rouge compacts, lipsticks, skin tonic, cleansing cream, hand lotion, hand cream, eye lotion, eye cream, eye shadow, mascara, night cream, throat cream, bath oils, dusting powder, bath salts, body lotion, body cream, suntan lotion and suntan cream.

FLOWING VELVET

Charles of the Ritz, Inc., New York City, N.Y. for personal deodorant lotion.

Sentinel

Richard Hudnut, New York City, N.Y., for hair dye.

COLOR-GLO

Parfums Charbert, Inc., New York City, New York, for perfumes, cologne, lotion for the face and hands, cold and vanishing cream and make-up base.

CONSENT

Ruth O. Barndt, doing business as Ruth Peterson, Philadelphia, Pa., for skin creams.

ASTRALENE

McKesson & Robbins, Incorporated, New York City, N.Y. for cream for the care and cleansing of the skin.

Albolene

James P. Kosta, Dayton, Ohio, for shampoo.



Parfumerie Provincial, Inc., New York City, N. Y., for toilet soaps.


FRENCH PROVINCIAL

Milk with Color and Flavor

FLAVORED milk? Is America about to see another effort of man to improve over nature? Chocolate-flavored and chocolate-colored milk has been on the market for many years, and although it has sold reasonably well, it has never captured an appreciable part of the market of milk, even for children. All the more reason that we will watch with great interest the effort of one dairy company to sell a product called Black Cow, and of another company to make and distribute a milk called Pinky. As the same suggests, Pinky will have a light red tint, suggestive of the strawberry flavor that is added to the milk. As for Black Cow, the flavor will be root beer. If this product is intended primarily for children, it is a rather surprising choice. Without in any way expressing the expectation that unflavored milk is going to become an anachronism (for frankly we doubt that the new products can grow to more than minor and specialty items) it is interesting to note the remarkable potential for the flavoring business in this new development.

Atlas Powder Co. Extends Chemicals Sales Service

The first steps in a proposed widespread extension of the sales service of its Industrial Chemicals Dept. have been announced by the Atlas Powder Co., Wilmington, Del. The changes are designed to provide better service for users of its chemicals in N.Y., Ill., Ind., Mich., Ohio, and Ky.



Albert Verley & Company's

Floranteme

... the total fragrance of a florist's
shop laden with fresh blossoms.

Albert Verley & Company's



*enhances any floral
composition—or provides a base for
modern perfume creation*

Employed alone, Floranteme most nearly reminds one of the total fragrance of a florist's shop laden with fresh blossoms. It is impossible to single out the fragrance of any one flower in this intriguing combination.

Floranteme has unlimited possibilities of enhancement for all floral compositions—but it is of even greater value to you as a base upon which to fashion a modern creation that is uniquely your own.

For new inspiration and new appeal in your favorite formulas, experiment with Floranteme. Write for working sample and prices.

*Synthetic Aromatic Products and Organic
Isolates • Synthetic Flower Oils and Aromatic
Bases • Bouquets and Finished Compositions*

ALBERT VERLEY AND CO., INC.
466-472 W. Superior St., Chicago 10, Ill.
114-116 E. 25th St., New York 10, N. Y.

MEFFORD CHEMICAL CO.
1026 Santa Fe Ave., Los Angeles 21, Calif.

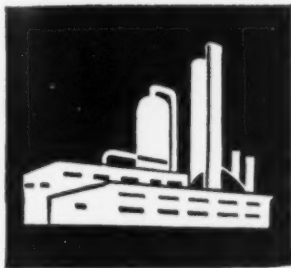
ALBERT VERLEY AND CO., INC.
222 Front St., East, Toronto, Ontario

*Representatives in all principal cities
throughout the world.*

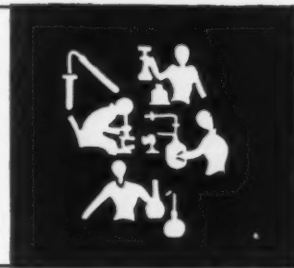
Where Your Dollars Have More Scents

Albert Verley
AND COMPANY, INC.

Headquarters for Odor Appeal



Soaps



Improving Liquid Soap Quality

How and why sequestering agents improve the quality of liquid soaps. . . Choice of a sequesterant and characteristics that should be sought for. . . Comparison of sequesterants

PAUL I. SMITH

ALTHOUGH the most important property of a sequestering agent is its ability to convert divalent and trivalent ions to a de-ionized but water soluble form, in other words to act as a unique kind of water softener, soap manufacturers claim that a sequesterant can prove beneficial to many types of liquid hand cleaners. The sequesterant improves the wetting power of soap, particularly when highly diluted; brings about a general improvement in detergency and also tends to reduce turbidity. Some sequesterants are able to effect considerable dispersion and deflocculation and are, in fact, used in certain industries mainly because of these characteristics.

Choice of a sequesterant for liquid soap manufacture presents certain difficulties as not all good agents are suitable for soap. This requires additives of outstanding stability that are not liable to undergo changes or to suffer deterioration even after prolonged storage.

The soap manufacturer needs to choose a sequesterant possessing the following main characteristics:—

1. The sequesterant must be light coloured, free from any pronounced smell and easily soluble in water.

2. It should be highly surface-active, or at least be capable of reducing surface tension to a marked degree when diluted to the extent usual for soap solutions in everyday use.

3. It should not precipitate pro-



Paul I. Smith

teins and preferably be non-colloidal.

4. It should exert a marked water softening action when present in well diluted soap solutions.

5. It should prevent the formation of heavy and insoluble metallic soaps which are known to reduce the foaming, sudsing and detergency of soap and also to increase any tendency towards rancidity.

6. It should have a good shelf life and be unaffected by alkalies, builders, perfumes and other additives commonly found in soaps.

7. It should not increase the skin irritant effect of the soap.

Although the polyphosphates are used to some extent for sequestering purposes in liquid soap manufacture, they are by no means ideal for this purpose, owing to the tendency of some of them to break-down in the presence of alkalies, calcium and certain metallic impu-

rities. For this reason some soapers consider it preferable to make use of the newer organic sequesterants, such as those based on polyamino carboxylic acid salts. These unfortunately are not such good sequesterants as the polyphosphates, but on the other hand they have a remarkably good shelf life and are unaffected by alkalies and most chemicals found in soaps.

Free Flowing Detergents

THE physical form of detergents, synthetic or natural is of great importance in the influencing not only retail but bulk sales. Customers are obviously impressed with the appearance of a uniformly shaped soap particle and also know that free flowing materials are easier to measure out for use than irregular or notoriously dusty pieces of varying shape. Non-dusting beads are deservedly popular and several synthetic detergent manufacturers are now offering their products in bead form that are found to possess exceptionally good flowing and mixing properties. Study of the spray dyeing process from the design angle offers a profitable opportunity to powdered soap manufacturers to develop special non-dusting forms able to compete with the synthetics. This would help appreciably in meeting the criticism that powdered soap is old fashioned whereas powdered synthetic detergent is progressive and up-to-date.

For perfume chemists only!

Osmodors

by schimmel

*T*hese are not finished compounds. They are bases of character, soundly constructed and fully rounded, awaiting only your finishing touches to make them whatever you want to achieve.

That is their primary use. They are also priceless aids in touching up compounds and adding a distinctive note.

As an example, take Osmodor Coeur de Rose 4146.

Use it as a base for a rose compound and add, if you like, some Oil Geranium, Orris, Guaiac Wood, Neroli etc., or Geraniol, Rhodinol and Linalool, according to the class and cost of compound desired.

Or use Coeur de Rose to give a decisive note to your floral bouquet or use just a trace of it to soften the harsh outline of a modern perfume, or as a final refining touch to a French bouquet.

There are forty-seven Osmodors in our list, every one of them a tour de force in its own right.

This is a line every perfume chemist should know.



& co., inc.

*601 west 26th street
new york 1, n.y.*

*Write us on your firm's stationery
for further information and samples.*

Choosing a Soap Builder for Powdered Soap

IN any consideration of a soap builder for use with powdered soaps the following factors deserve the closest attention:—

1. The ability of the additive to improve the water softening action.
2. The ability of the alkaline agent to increase soil dispersion and to promote detergency and free-rinsing.
3. The compatibility of the alkali with the soap and its stability under conditions of storage and use.
4. The ability of the alkali to contribute to the free flowing properties of the powdered soap produced.

It is important to choose a finely and uniformly powdered alkali that is able to improve the appearance as well as the properties of the soap.

Household Soaps

A GOOD household soap needs fulfill five major requirements:—

1. It must be a medium hard soap.
2. It should not be too easily soluble in water.
3. It should possess good lathering properties.
4. The finish of the tablet or bar should be well polished and of even texture.
5. The aroma of the soap should be fresh and pleasant.

To achieve these ends the soap producer needs to choose his raw materials carefully and to modify manufacturing conditions so as to enhance certain properties. Selection of the correct raw materials is all important. Tallow, palm oil and hydrogenated fats used to obtain a hard soap must be modified by the addition of soft oils so as to produce a soap of high sudsing property. The proportions of the fats chosen for the soap need to be carefully assessed as it is difficult, if not altogether impossible, to modify radically the characteristics of soap by altering manufacturing procedures.

Efficient Crutchers

SUCCESS in crutching depends to a marked degree on the general efficiency of the kettle and agitator and very careful thought should be given to design and workmanship. The best type of crutching kettles are of seamless construction, either jacketed or single shell. A perfectly smooth surface helps to achieve three things:—

1. Reduces the possibility of leaks to an absolute minimum.

2. Enables cleaning to be effected in a very short time.

3. Facilitates efficient agitation.

Very satisfactory agitators for crutchers are designed on the continuous screw principle and consist of a series of continuous metal baldes which achieve efficient mixing by lifting the soap from the bottom of the kettle to the top. By reversing the motion the screw forces the soap down and this assists in quickly emptying the vessel.

Soap, Disinfectant, Detergent News Viewed at C.S.M.A. Meet

New developments in disinfectants, soaps, detergents, rodenticides, household insecticides and methods of application, floor waxes and polish improvements, and aerosols were covered at the recent 38th midyear meeting of the Chemical Specialties Mfrs. Assn. at the Sheraton Plaza in Boston.

Among the more than 60 papers were "Odor problems in aerosols," by J. H. R. Stephenson, Givaudan-Delawanna, Inc., New York, N.Y.; "Microbiological cleanliness of dishes washed with anionic detergents under practical conditions," by L. H. Flett, Nat. Aniline Division Allied Chemical & Dye Corp., and Albert Guiteras, Hudson Labs., Inc., New York; "Toxicity of soaps, synthetic detergents and sanitizers," by L. C. Barail, consulting biochemist and toxicologist, New York. Also on the program was a forum on "Germicide Evaluation, What Test Method," with W. A. Hadfield, Penn. Salt Mfg. Co., Philadelphia, Penn., as moderator, with Dr. E. G. Klarman, Lehn & Fink Products Corp., Bloomfield, N.J., among those on the panel.

Solvay Sales Division, Solvay Process Division Consolidate

The Solvay Sales Division and The Solvay Process Division have been consolidated into The Process Division, Allied Chemical & Dye Corp. The executive sales offices have been relocated at 61 Broadway, New York 6, N.Y.

Indian General Merchants in Market for Toiletries

Bharat Perfumery Co., Mirjapur Lodhwada, Ahmenabad, India, writes that it is in the market for American made toiletries, perfumes, barber supplies and natural floral products and synthetics. Any one interested in selling to the Indian market is invited to send catalogs and price lists to the company.

Colgate-Palmolive-Peet Co. Cancels Chlorophyll Suit

Colgate-Palmolive-Peet Co. has cancelled its suit against the Rystan Co. challenging the validity of its chlorophyll use patent, and is expected—along with eighteen other firms—to obtain a license from the concern.

The Block Drug Co. and Bristol-Myers suits are still pending.

New Washing, Sizing Aid Introduced by Hercules Powder Co.

A new washing and sizing aid, incorporated in a liquid solution, was described by Werner C. Brown of Hercules Powder Co. before the Chemical Specialties Mfrs. Assn. at their semi-annual meeting June 9-10 in Boston. Called CMC, the product is said to size or stiffen cotton fabric, protect against rapid or deep soiling, to provide faster washing, and yet permit a soft, smooth textured finish.

N.B.B.M.A. Sets Program for Eleventh Annual Convention

Discussions of cosmetic pre-testing and fair trade legislation will be featured at the Eleventh Annual Convention of the N.B.B.M.A., to be held Saturday, August 16, in the Conrad Hilton Hotel, Chicago, Ill.

DCAT to Hold 62nd Annual Meet at Pocono Manor, Penna.

The 62nd annual meeting of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc. will be held this year for the first time at Pocono Manor Inn, Pocono Manor, Penna., September 25 through 28.

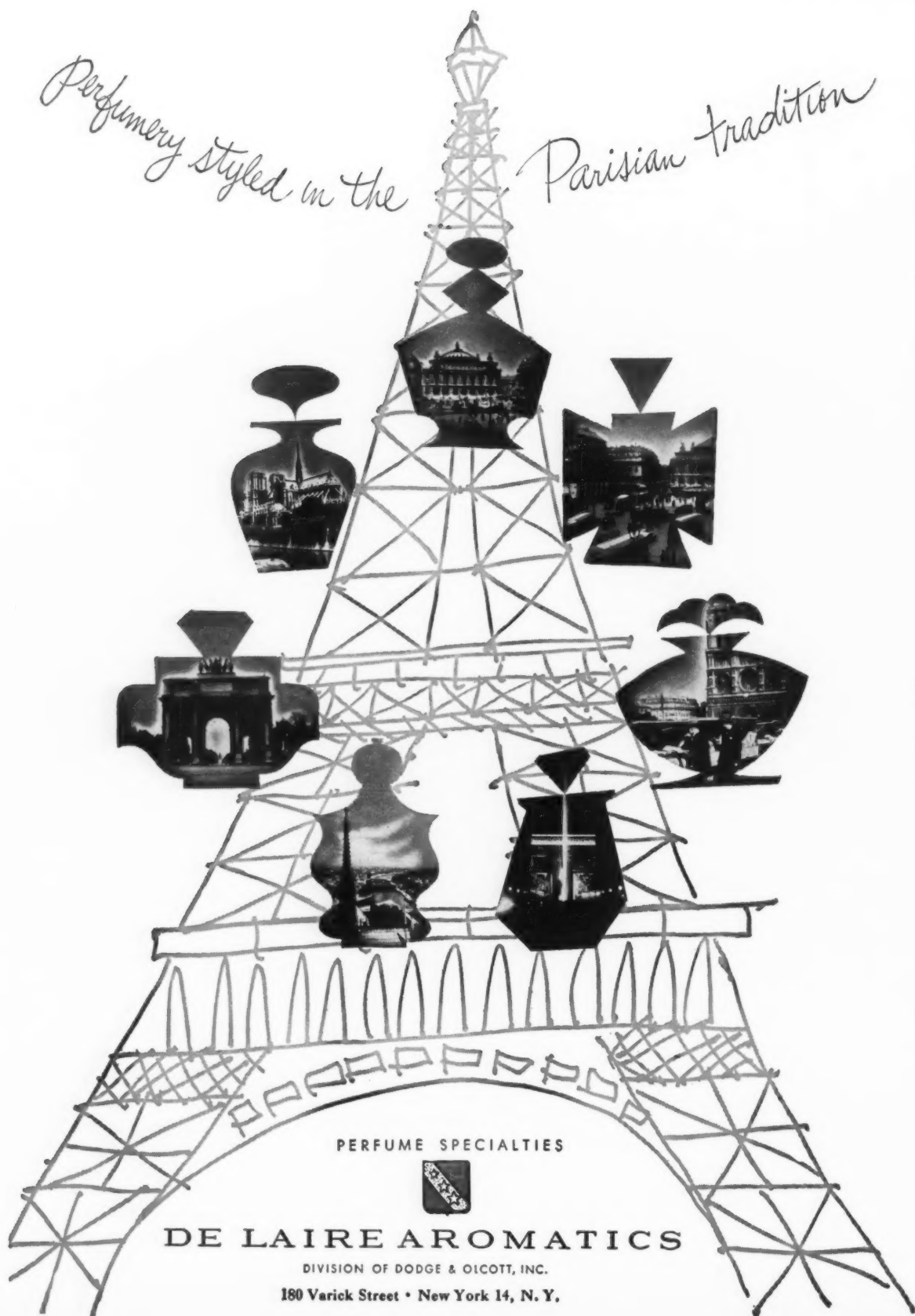
Variety Store Merchandiser Releases Market Map

Sales of 23,035 U. S. Variety Stores totalled an estimated \$2,849,144,339 in 1951, according to the 1952 Variety Store Merchandiser Marketing Map just released.

Court Rules Review Power Rests Solely in Agency

The U. S. District Court in the Southern District of New York has ruled that a business firm cannot wilfully violate an O.P.S. regulation merely because the firm disagrees with the procedure prescribed by the order. The court pointed out that the Defense Production Act provides a method whereby control orders may be protested to the agency and reviewed.

Perfumery styled in the Parisian tradition



Book Reviews

MINERAL OILS, Aspects of the Constitution of. K. van Nes and H. A. Van Westen. 484 pages, indexed and illustrated. Elsevier Press, Inc., Houston, Texas, 1951. Price \$9.00.

The publisher describes the book as "a survey of our present knowledge concerning the constitution of mineral oils boiling above the gasoline range, including a new method for structural group analysis and a modern version of the well-known 'ring-analysis' combining simplicity, speed and reliability."

One of the interesting aspects of this book is the chapter dealing with the "Genesis of Mineral Oils" which is a very thorough survey of old and new theories, in 60 pages of book.

Other chapters consider the classification and constituents of mineral oils, and the remainder deals with the analysis of mineral oils or fractions of them.

This book is for the mineral oil technologist.—*M. G. deN.*

THE MERCK INDEX, sixth edition, 6 x 9 inches, 1167 pages. Merck & Co., Inc. Rahway, N. J., 1952. Price \$7.50.

Probably the most widely found and used technical book in laboratories throughout the world has been revised, brought up to date and the first printing sold out on release.

Among the new things found in this revision is a table of standard buffers for use in pH determinations; many data on radio-active materials; over 300 name reactions of organic chemistry; an up-to-date periodic table and about 150 pages of miscellaneous tables and information on percentage solutions, certified colors, etc.

The principal entries include the chemical name preferred, common name, generic and trade name. Trade-marks are given where possible. Properties, sources, methods of preparation, literature references, and uses. What a dictionary—more—an encyclopedia!

It is well bound and printed. No errors were found, indicating a thoroughness so essential in a reference book.

In this day when drug and chemical manufacturers spend fabulous amounts in gaudy to beautiful advertising, pointless to useful house organs, and an attempt to "keep up with the Jones" (in an advertising way), it is refreshing to find a company that uses some of the advertising money to conceive and publish a valuable laboratory handbook for chemists, pharmacists and the medical profession at one effort. The Merck Index will do more than its share to keep all mindful of the existence of the House of Merck. As a good will builder, it has few parallels. As a drug and chemical encyclopedia, it is equally singular.—*M. G. deN.*

Technical Abstracts

Extraction of Vanillin from its Solutions: Nils A. Sorensen and Jorunn Mehlum. *Norw.* 77,094, Jun 11, 1951. Vanillin or its alkali salt is extd. from soln. by means of enolic compds., e.g., acetoacetic ester, malonic ester, and higher β -diketones. Through Chem. Abs.

Neroli Essence. Test for Falsifications. II. Spectrographic method: A. Maurel and Marc Bassiere (Lab. munic., Nice, France). *Ann. fals. et fraudes* 44, 22-8 (1951); cf. C.A. 43, 3146b, 4815c. The detn. of the absorption spectra in ultraviolet light permits the detection of adulterations of neroli oil from 15% on. Pure neroli oil has a typical absorption spectrum in the ultraviolet with a max. at 3380 Å. and a min. at 3200 Å. which points are only slightly displaced in different samples. Linalol and linalyl acetate have a continuous curve of absorption, petit grain oil has 2 max. at 2675 and 2820 with an inflection at 3075 and a min. at 2810 Å. Through Chem. Abs.

Determination of Safrole in Sassafras Oil: M. S. Salamon and W. M. Seaber. *Perfumery Essent. Oil Record* 40, 47 (1949). The safrole content is not truly represented by the fraction b. 228-35° obtained by distn. of the oil in the standard 3-bulb flask, particularly when compared with that given by more pre-

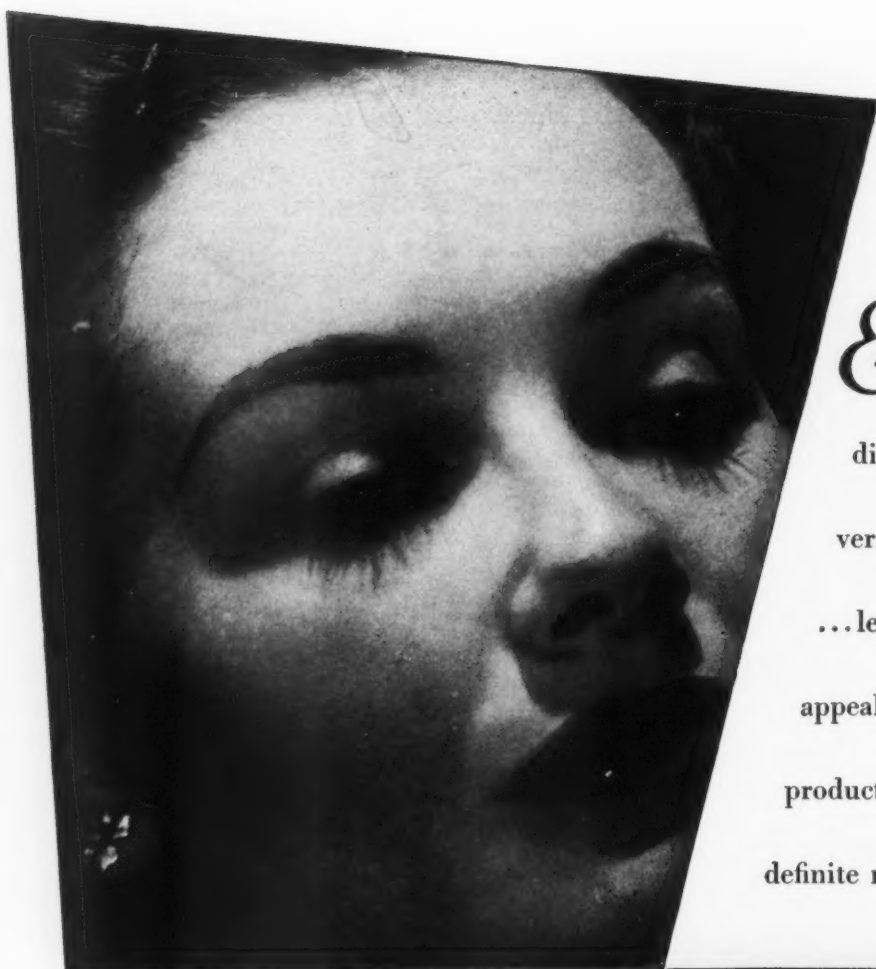
cise fractionation. The quality of the oil is estd. from its f.p. and m.p. and a min. f.p. of 8° after seeding is suggested. Through Chem. Abs.

Manufacturing of Otto or Absolute: D. R. Dhingra, G. N. Gupta, J. C. Jain (Singh Eng. Wks. Ltd. Kanpur). *Proc. Ann. Convention Oil Technol. Assoc. India* 5, 32-5 (1949). A new, improved and more economical process for obtaining otto or absolute from flowers is discussed. A combined solvent-distn. method is employed in which petr. ether (b.p. 45-65°), C_6H_6 , and $CHCl_3$ are used. An improved type of still with tubular condenser prevents charring the flowers. Chem. Abs. 45.

Dentifrice and Method of Preparing Same: Robert V. Connely (to Monsanto Chemical Co.). U.S. 2,556,959, June 12, 1951. A dental cream contg. stabilized dicalcium phosphate dihydrate (I) and 0.05-0.60% by wt. based on I of CaO , $Ca(OH)_2$ (II), or Ca glycerophosphate (III), possesses an accelerated deaeration rate. Thus a product with an apparent d. of at least 1.5 is obtained more rapidly and at a reduced cost of manuf. Two illustrative compns. use either I with 0.1% of II or I with 0.5% of II 47.55, and the following materials: glycerol USP 33.16, distd. water 14.32, gum tragacanth 0.20, gum karaya 0.20, sudsing agent 3.32, sol. saccharin 0.11, benzoic acid 0.04, and flavor 1.10 parts. C.A. 37, 236.

A Comparative Study of North Dakota Fennel Oils: C. E. Miller (North Dakota Agr. Coll., Fargo). *J. Am. Pharm. Assoc.* 40, 377-8 (1951). A comparative study of fennel oil (I) from flowering plants grown during 2 successive yrs. shows that they are quite similar to oils distd. from stalks, flowers, and leaves of wild fennel but are not U.S.P. quality. The use of maleic anhydride adducts for the identification of terpene hydrocarbons was successfully applied to I. Fenchone was the principal ketone. Difference in soil compn. affected the ketone content.

Hand Cleaner and Protectants: M. A. Lesser. *Soap Sanit. Chemicals* 27, No. 6, 30-3, 98, 157, No. 7, 34-7, 139 (1951). Extensive review article covering causes of industrial dermatitis, general rules to cut down incidence of dermatitis, and formulations for the main types of protectants: the pore-fillers, the powder types, the fatty mixtures, the film-formers, and miscellaneous types.



EMALDENE...a

distinctive fragrance...

versatile...effective

...lending an intriguing

appeal to your finished

products...adding the

definite note of success...



A R O M A T I C S

E S S E N T I A L O I L S

P E R F U M E R S M A T E R I A L S

S Y N T O M A T I C C O R P O R A T I O N

114 EAST 32nd STREET • NEW YORK 16, N. Y. • MURRAY HILL 3-7618



NEWS and EVENTS

All Qualified Perfumers May Now Join Perfumers' Society

Following a special meeting of the American Society of Perfumers June 18, the membership requirements of its by-laws were amended and broadened to include all qualified perfumers.

Previously membership in the society was confined exclusively to perfumers in the aromatics industry excluding owners and part owners. Membership applications may be obtained from the secretary, William H. Barlow, 215 Pearl St., New York 38, N.Y.

Canadian Toilet Goods Assn. Increases Membership Dues

Over 180 members and guests registered for the 24th annual convention of the Toilet Goods Manufacturers Assn. of Canada in the Bigwin Inn June 19, 20 and 21.

The list of speakers included Dr. C. A. Morrell, director of the Food & Drug Division, Dept. of National Health and Welfare whose topic was "Food and Drug Division Problems"; Dr. G. Robert Clark, chief of the Division of Cosmetics, Federal Security Agency, Washington, D. C., who spoke on "U. S.-Canadian Cooperation on the Food and Drug Level"; Dr. J. L. Thomson, Director Cosmetic & Color Section, Food & Drug Div., Dept. of Health & Welfare, who discussed cosmetic regulation; W. F. Loughheed, Canadian Bank of Commerce, who talked on the possibilities and probabilities for the Canadian economy; Miss Rosemary Boxer, who presented a paper on "Good Grooming"; and Dr. D. H. Powers, Society of Cosmetic Chemists who made an address on "What's New in Cosmetics."

Frank Cleary, president, presided at the business sessions. John Holdsworth was chairman of the convention committee.

Three amendments to the by-laws of the association were made. One increased the dues of active members; another provided for three officers to be vice presidents instead of two as formerly; and another



Chemical Day 1952 in Holland featured a chemical contest while conducting a car race. Above, 53 crews during the take-off for the Chemical Rally, organized by A. J. S. Douma, J. van Paasschen (N.V. Chemische Fabriek "Naarden"), B. Ijssennagter (N.V. Hoechst Holland), J. Schmidt (Firma C. N. Schmidt) and Jonkheer J. H. van Meeuwen (Staatsmijnen).

provided for four associate members instead of two on the executive board. The head office of the association was changed from Montreal to Toronto.

Roy C. Lewis of Montreal was elected president.

Other officers are: F. F. Bullock, E. A. Williams, and C. L. Bean, all vice-presidents, and Andre Ligne, honorary treasurer. New directors include Fred McBrien and Gordon Savage.

The 1953 convention is scheduled to be held in Quebec City.

BIMS of Boston Open Summer Season

The largest gathering in several years of BIMS and their guests opened the Summer season at the Weston (Mass.) Country Club June 25.

All gathered later to enjoy a delicious steak dinner, after which prizes were distributed to T. J. Conlon, Dow Chemical Co.; W. J. Swift, Central Scientific Co.; Austin B. Secor, Dewey & Almy Co.; C. T. Hoye, Rexall Drug Co.; Lloyd B. Porter, H. A. Johnson Co.; Harold Ingham, Royalty Luggage; and H. H. Wolf, duPont.

Hart Harris, Jr., S. B. Penick & Co., chairman of the BIMS, announced that the next outing would be held August 14 at the Dedham Country and Polo Club, Westwood,

Dutch Chemical Day 1952 Features Co. Race Quiz

Marking Chemical Day 1952 in the Netherlands, 53 crews competed with one another in an automobile race while answering questions in a chemical quiz. The contest was held in Southern Limburg.

Creditors Agree so Bymart-Tintair will Continue

Bymart-Tintair Inc. which owes \$1,000,000 or more, will continue in business according to a spokesman for the company as a result of an agreement between the company and the creditors committee.

Tintair Agrees to Discontinue Misleading Claims

Bymart-Tintair Inc. has stipulated with the Federal Trade Commission to stop representing that Tintair is safe without revealing the need for using it as directed on its label; and that no care is required in applying it. Six other claims will also be discontinued: that the user is assured of satisfactory results; that the hair color will be exactly the color selected from the color chart; that Tintair is a professional treatment; that it will satisfactorily color hair under all conditions; and that it will make the hair young in texture.

House Select Committee Advises Cosmetic, Soap Pre-Testing

The House Select Committee to Investigate the Use of Chemicals in Food Products has recommended amendment of the Food, Drug and Cosmetic Act requiring the pre-testing of cosmetics and soaps, and ingredient statements in the labeling of cosmetics. If soaps were to come under the cosmetic classification, as suggested, this requirement would also apply to such products.

The report also recommended cosmetic products containing dangerous but permissible coal tar dyes carry a warning that the preparation must be kept out of the eye or blindness might result.

William A. Poucher First Honorary Member of British SCC

William A. Poucher, author of Soaps, Perfumes & Cosmetics, who has been associated with Yardley & Co. as chief chemist for many years, was unanimously elected the first honorary member of the Society of Cosmetic Chemists of Great Britain at St. Bride's Institute June 13. It was the fourth annual general

meeting of the Society which is an associate of the American Society of Cosmetic Chemists.

The following officers were elected: Chairman, Dr. R. H. Marriott, D.Sc., F.R.I.C.; Vice Chairman, F. V. Wells, F.C.S.; Hon. Secretary, F. Hulley; Hon. Treasurer, E. Polen; and members of council: A. B. Bell, B.Sc., A.R.I.C.; H. W. Hibbott, M.Sc., Ph.D., A.R.I.C.; H. Holmes; A. W. Middleton, B.Sc., Ph.D., F.R.I.C.; and J. Pickthall, F.R.I.C.

F.T.C. Interpretation of Use of Word "Free" Upheld by Courts

The U. S. Court of Appeals for the Second Circuit and the F. T. C. have upheld the Commission's ban on the use of the word "free" in the advertising of merchandise in instances where the recipient of the allegedly "free" merchandise is required to purchase other items or to perform some service for the benefit of the seller as a condition for receiving the "free" goods.

DR. R. H. BOUNDY has been named to head The Dow Chemical Co.'s research activities.

Jean Patou Inc. Elects Philip Smolowe as President

The board of directors of Jean Patou Inc. has announced the election of Philip Smolowe as president and treasurer. Mr. Smolowe has been with the corporation for the past 22 years.

M. Raymond Barbas, who heads Jean Patou Parfumeur Paris and Jean Patou Couture Paris, resigned as president of Jean Patou Inc., New York, so as to be able to devote more of his time to the French companies. M. Barbas is also president of the Chambre Syndicale de la Couture.

Other officers elected were John W. Browning, vice-president and secretary, and Louis A. Louvet, vice-president.

Bernard H. Smith, Virginia Dare Extract Co., Died July 4

Bernard H. Smith, founder and chairman of the Virginia Dare Extract Co., twice president of the Flavoring Extract Manufacturers Assn. and an active worker on several committees, died July 4, at the age of 74 years.

BENJ. FRENCH, INC.

Essential Oils

Aromatic Chemicals

DESCOLLONGES PRODUCTS

BOISOLENE

An interesting base imparting the warm exotic note of the tropical forest. A stable and lasting odor which harmonizes well with modern type perfumes.

160 FIFTH AVENUE

NEW YORK 10, NEW YORK

Theodor Leonhard Wax Co., Inc. Celebrates Centenary

Theodor Leonhard Wax Co., Inc., Haledon, N.J., which specializes in the refining and bleaching of beeswax for the cosmetic and pharmaceutical industries, is this year celebrating its one hundredth anniversary of continuous service to these industries.

In the year 1852 Theodor Leonhard established the business in Hastings-on-the-Hudson, N.Y., and in the century that has elapsed since then, the company has never departed from its original purpose to bleach and refine beeswax exclusively.

In the year 1857 the business was moved to Haledon, N.J. where the bleaching and refining of beeswax for the cosmetic and drug industries was developed. The picturesque setting of this plant not far from the heavily industrial area of Paterson, is a delight to the eye.

The stirring events of the Civil War did not interrupt the activities of the company which had already enjoyed a steady growth. The business continued under the sole ownership of Theodor Leonhard, the founder, until his death in the year 1907 at the age of 90. After that

the style of the firm was changed to Estate of Theodor Leonhard, and the business was conducted by his sons, J. Henry Leonhard, Albert F. Leonhard and George L. Leonhard, now all deceased. The company was incorporated on Decem-



R. J. Mayer

ber 31, 1908. The present officers are William C. Leonhard, grandson of the founder, president; Rudolph J. Mayer, vice president and general manager, and Theodor Leonhard, grandson of the founder, secretary and treasurer. Mr. Mayer has an intimate knowledge of the business. He began as a bookkeeper January 1911 and

gradually worked his way to a position of responsibility and for many years has acted as the general manager of the concern which does a nation wide business.

Avon Products Leases Delaware Plant

Avon Products, Inc. is reported to have signed a long term lease for a modern one-story building at 200 Chapel St., Newark, Del. The rental is said to be \$500,000.

The 52,000 square feet brick, steel and concrete structure is fully air-conditioned, has a railroad siding servicing the building, and is located 10 miles from Wilmington.

The newly acquired plant will be occupied as a branch office and for shipping, warehousing and light manufacturing. It will serve the States of Delaware, Maryland, Virginia, and Southern New Jersey, and later North Carolina.

Avon Products, Inc. is considered the largest company in the country in the cosmetic field. Its sales in 1951 exceeded \$35 million and its products are distributed through more than 60,000 independent contractor sales representatives.

CHOLESTEROL IN ITS MOST ACTIVE AND EFFICIENT FORM

the AMERCHOLS

are naturally superior

The AMERCHOLS are surfactants which are **NATURALLY** good for the skin and hair. They are odorless, color free forms of cholesterol and related rare sterols which we isolate in purified form from animal tissues. They are stable in the presence of acids, alkalies and most drugs.

Try AMERCHOL L-101 in your hair preparations. It is a highly effective liquid-cholesterol penetrant.

WE KNOW OF NO CASE OF ALLERGY DUE TO AN AMERCHOL

Our research laboratories are available to you for advice and information. Our booklet will help you formulate the AMERCHOLS in O/W and W/O emulsions.

AMERICAN CHOLESTEROL PRODUCTS
INCORPORATED

MILLTOWN • • • NEW JERSEY

LABORATORY DATA

AMERCHOL

STEROL PRODUCTS L

FOR PHARMACEUTICALS AND COSMETICS

AMERICAN CHOLESTEROL PRODUCTS
INCORPORATED
MILLTOWN, NEW JERSEY

Three Arrested for Bootlegging Fake Chanel No. 5 Perfume

Three men suspected of bootlegging fake Chanel No. 5 perfume were arrested recently by Hoboken, N.J., police. Trapped by a customer who was actually a police decoy, 1,000 half-ounce bottles filled with the misbranded perfume were found in a car owned by one of the three men, and a bottling set-up, including bottles, gallons of perfume and fake labels were found in another man's apartment. According to the police, the perfume had been sold under the counter in some taverns for more than a month. The perfume investigation is said to continue.

Drug-Chemical, Allied Trade Assn. Elects Officers

F. L. Thielemann, McKesson-Robbins, Inc., was elected president of the Drug-Chemical and Allied Trades Assn. of St. Louis at the recent annual election of officers. Others chosen were: first vice-president, H. A. Eckhart, Miles Labs., Inc.; second vice-president, L. J. Kirchoff, J. B. Williams Co.; secretary and treasurer, F. J. Lence, Abbott Labs.; chairman of

the board, R. T. Dunn, Dick Dunn Drug Products Co. Members of the board of directors are: E. A. Ahrens, Meyers Bros. Drug Co.; J. J. Antle, Lambert Pharmacal Co.; G. W. Bath, Owens-Illinois Glass



Nate S. Shapero, Detroit merchant, is presented with a scroll citing his "idealism and labor . . . and never-failing sympathies" on behalf of the United Jewish Appeal by Emanuel Katz, Doeskin Products, Inc. (left), as Alfred Roberts, Block Drug Co., looks on. The ceremony took place at the recent annual dinner of the Drug, Perfume and Cosmetics Div. of the U.J.A. of Greater New York.

Co.; E. R. Bolling, The Gillette Safety Razor Co.; N. E. Dietz, Supreme Pharmacal Co.; S. G. Drought, Bristol-Myers Co.; F. C. Flynn, attorney-at-law; A. E. Glad-

son, Brockway Glass Co.; J. A. Haynes, Personal Products Co.; R. S. Herman, Dr. J. H. McLean Medicine Co.; C. J. LaMothe, St. Louis Terminal Whse. Co.; E. H. Lischer, Accredited Newspaper Assn. Inc.; E. T. Luning, Narco Drug Co., Inc.; W. J. McMillan, Pevely Dairy Co.; N. R. Mendenhall, Eli Lilly & Co.; H. H. Oliver, Blue Line Chemical Co.; A. W. Pauley, Lambert Pharmacal Co.; R. H. Rosenthal, Superior Folding Box Co.; O. G. Weitzel, Eastman Kodak Co.; F. C. White, Jr., Obeur Nester Glass Co.

Established in 1931, the association was incorporated in 1940 and now has 169 members, all of whom are affiliated with the drug, chemical and allied industries in St. Louis and the middle west.

Faye Emerson Column, Featuring Toiletries, Ceases

Faye Emerson's Column, an editorial advertising feature which appeared in 36 Sunday newspaper supplements with a combined circulation of 17,500,000, will cease publication on July 20. It promoted, among others, Bourjois perfumes, Drene shampoo, and Dura-Gloss nail polish.

PLYMOUTH CRYSTAL "E" WHITE OIL

This oil has been the standard for many of America's very oldest cream manufacturers since their origin. It is water-white and crystal-pure . . . odorless and tasteless . . . of U. S. P. Acid Test and free of fluorescence . . . especially refined for the cosmetic industry and as pure as a mineral oil can be made. Because of its extra lightness you should specify it for the soft, light, fluffy creams demanded today.

Other mineral oils of heavier body if desired.

A Complete LINE OF COSMETIC RAW MATERIALS

M. W. PARSONS-PLYMOUTH, Inc.

59 BEEKMAN STREET
NEW YORK, N. Y., U. S. A.

Telephone BEEKMAN 3-3162—3163—3164

Cable Address PARSONOILS NEW YORK



PLYMOUTH PETROLATUMS U. S. P.

All Petrolatums are refined and straight filtered from Pennsylvania Crude. None are acid treated and all are long fiber and of U. S. P. grades.

Both soft, low melting point consistencies and pharmaceutical grades . . . as well as the regular grades for the drug and cosmetic industry. All grades are offered from Snow White to Amber.

Sydnor B. Penick, Jr., Elected Charter Trustee of Princeton

The election of Sydnor Barksdale Penick, Jr., president of S. B. Penick & Co. as a Charter Trustee of Princeton University was announced following the June meeting of the Board of Trustees. Elected at the same time were Dr. Karl T. Compton, former president of Massachusetts Institute of Technology, and Timothy N. Pfeiffer, partner in the law firm of Milbank, Tweed, Hope & Hadley, New York. Mr. Penick is a graduate of Princeton, Class of 1925, a member of Phi Beta Kappa, and has been active in university affairs for many years. He served as chairman of Annual Giving in 1947-49 and for the last three years has been Chairman of Endowment.

Harper's Bazaar Offers Sample "Book of Beauty Packets"

The July issue of Harper's Bazaar offers a purse-size "Book of Beauty Packets," consisting of twelve different cosmetic samples. The package is described as holding everything needed for twenty-four hours of beauty.

Contents are: "Fresh" Cream

Deodorant, Elizabeth Arden's Color-Over-Color Lipstick, Charles of the Ritz' Velvet Texture Lotion, Harriet Hubbard Ayer's Custom Colognes, Houbigant's "Chantilly" Liquid Skin Sachet; Coty's "Air-



Above, left to right, Henry Bern, director of the National Soap Sculpture Committee; D. Putnam Brinley, mural painter and member of the Committee's Jury of Award, and Wm. G. Werner, of The Procter & Gamble Co., admire the winner of the first prize of \$250, Female Figure, by Alice Boatright of Urbana, Ill., in the Adult Amateur Class for contestants over 18 years of age. Selection was made for prizes offered by The Procter & Gamble Co. for sculptures using Ivory soap as the medium. Final winners were chosen from 5,000 entries.

Spun" powder, Marie Earle's Essential Cream, Dusharme's Hair-Sheen Wave-Creme; Lenthier's

Sheer Beauty Cream Rouge; J. R. Powers' Fluid Eyeshadow; Helena Rubinstein's Silk-Tone Foundation; and Dorothy Gray's Remoldine.

The two-page tie-in promotion includes one page describing the offer and one page with photographs and details of the original products. The offering is handled by mail and sells for 60 cents, including tax.

NWDA Collecting Retail Developments Data

News in retail merchandising in some twelve major departments will be highlighted in a special booklet and presentation at the National Wholesale Druggists Assn. annual meeting in Atlantic City this Fall. Richard Storm, Schieffelin & Co., New York, and chairman of the NWDA committee on sales management is gathering materials for the preparation of the program and the booklet. He has requested all associate members of the NWDA to send in pictures, success stories, before and after stories, etc., for inclusion in the program and booklet.



FIFTH AVENUE PROTECTIVE ASSOCIATION

142 Lexington Ave. Our Own Building
New York 16, N. Y.

47 Years of "RESULT PRODUCING" Service
Proves Our Worth. The "TRADES" Recognized
CREDIT and COLLECTION AGENCY.

"TRAVELING ADJUSTORS = RESULTS"



How to produce
more popular products

Always remember—
Never forget

NORDA MAKES GOOD SCENTS

Come to Norda if you want to make good
scents pay off. Norda knows your needs.
Norda scents make sales. Write today,
right away, for free samples and catalogue.

Norda ESSENTIAL OIL AND CHEMICAL COMPANY, INC.
601 West 26th Street, New York 1, N. Y.
CHICAGO LOS ANGELES ST. PAUL MONTREAL
TORONTO HAVANA MEXICO CITY
LONDON PARIS

Toiletries 6.93 Per Cent of National Newspaper Advertising

Toilet goods accounted for 6.93 per cent of newspaper and Sunday magazine supplement national advertising in 1951, the Bureau of Advertising of the American Newspaper Publishers Assn. reports. The total expenditure amounted to \$35,606,000, which includes \$280,000 for antiseptics, \$5,438,000 for dentifrices, \$11,470,000 for perfumes and cosmetics, \$7,593,000 for toilet soaps, and miscellaneous toilet goods, \$10,825,000.

Fragrance Foundation Standing Committee Formed

New members of the year 1952-1953 have been appointed to four of the five standing Fragrance Foundation committees, according to president Samuel Rubin.

The Trade Relations Committee consists of the following: chairman: Owen Stoner, Prince Matchebelli; Charles Granville, Angelique & Co.; M. J. Middleton, Parfums Giro; Keith Porter, Harriet Hubbard Ayer; Leo Talamini, Schiaparelli.

Membership of the Educational Publicity Committee is as follows: chairman: Kathleen Spencer Cory, Coty; Amelia Bassin, Faberge;

Grace Coppage, Bourjois; Jill Jessee; Kay Torrey, Charm Magazine; Marie Travers, Angelique.

The Public Relations Committee is made up of the following: chairman: Donald Bryant, Hudnut Sales Co.; Charles Bryan, Firmenich & Co.; Hazel Cades, Woman's Home Companion; E. K. Stoyanoff, Guerlain.

The Quarterly Luncheon Committee consists of the following: chairman: Thomas Haire, Cosmetic & Toiletries; Pierre Coutin, Roure Dupont; Bernice Peck, Mademoiselle Magazine; J. H. R. Stephenson, Givaudan-Delawanna; Herbert Storfer, Parfums Corday; Alvin Welzel, Houbigant.

The Membership Committee is automatically under the chairmanship of the treasurer of the organization, Frazer V. Sinclair, publisher of Beauty Fashion.

Shulton, Buys Building for West Coast Distribution Center

George L. Schultz, president of Shulton, Inc., announces that the firm has recently purchased a building in Culver City, Cal., which will be converted into a distribution warehouse and branch office in order to improve service to

its rapidly expanding business in the far west states. Enlarged office space will be the headquarters for Norton Breiseth, Shulton west coast manager, seven salesmen and the general office staff.

Canadian Parliament Considers New Drug, Cosmetic, Food Law

The Canadian Parliament is considering legislation covering food, drug, cosmetics and therapeutic devices, replacing the Food and Drug Act.

The new bill deals separately with cosmetics and therapeutic devices for the first time. It prohibits the sale of any cosmetic or therapeutic device which may cause injury to health if used according to the directions on the package.

It forbids the manufacture of a food, drug, cosmetic or therapeutic device in an unsanitary place. Manufacturers are also required to keep a record of biological preparations. Another provision eliminates minimum penalties and increases those for first and subsequent offenses.

The legislation was introduced by Senator Wishart Robertson, government leader, and was explained by Health Minister Paul Martin.

glass or plastic...

if it's a carefully designed,
tailored-to-measure,
selling package,
it's generally a...

bottle by BRAUN

For nearly half a century
countless products—whether in private
mold designs or one of our many
stock items—have been assured
success in a bottle by...

W. BRAUN CO.

CONTAINERS AND CLOSURES
304 N. Canal St. Chicago 6
715 Fifth Ave. New York 22

Aromatic Chemicals FOR PERFUMERY AND FLAVORS

Iso Propyl Quinoline • Isobutyl Quinoline
Ethyl Anthranilate • Butyl Anthranilate
Skatol
Linalyl Anthranilate • Linalyl Isobutyrate

FAIRMOUNT

CHEMICAL CO., INC.

600 Ferry Street Newark 5, N. J.

WATCH
FOR THE
AUGUST
SAMPLER

Next month's issue of
American Perfumer will
inaugurate an entirely
new feature.

It's called the SAM-
PLER. Watch for it; we
think you'll find it use-
ful and informative.

The American Perfumer
and Essential Oil Review

Chilcott Labs., Canada, Merges with Warner-Hudnut, Ltd.

Purchase of the parent company, Chilcott Labs., Inc. by Warner-Hudnut Inc. in the U.S. has resulted in merger of Chilcott of Canada with Warner-Hudnut, Ltd. For the past several years, Chilcott's Canadian interests have been handled by W. Lloyd Wood Ltd.

Services Held for Louis P. Stein of Helene Curtis

Services for Louis P. Stein, 58, Chicago, a founder of Helene Curtis Industries and chairman of the board since 1947, were held June 26. He was a director of the Weissman Medical Foundation. His widow, Maxine, a daughter and two sisters survive.

Circuit Court Rules on International Trade Name Case

Federal jurisdiction exists over goods bearing trade names registered in foreign countries when the products bearing such a name are brought into the United States and the registrant of the name resides in this country, according to a Circuit Court decision. The ruling

pertained to the case of a Texan who registered watches in Mexico under the trade name "Bulova," many of which entered the United States. The registrant was personally served to enjoin him from using "Bulova" on watches in Mexico because of the inevitable effect on United States commerce.

Among Our Friends

HERMAN BROOKS, president of the Toilet Goods Assn. for many years, who formerly was connected with Coty Inc. and Houbigant Sales Corp. and later with Alexandra de Markoff Sales Corp. is now with Parfums Lanvin.

ERNST OHLSSON for many years chief chemist for Van Dyk & Co. is now associated with the Verona Chemical Co.

OSCAR KOLIN, vice president in charge of sales for Helena Rubinstein Inc. flew to Europe June 30. In France he will visit Paris and Grasse and he will also visit Switzerland, Italy and Germany. Carrying out plans for the interna-

tional coordination of manufacturing, merchandising and all other activities of the company, he will assist Mme. Helena Rubinstein in supervising the building of a new factory in Switzerland.

PAUL CARTIER, F. Encisco Alcoba & Co., Berja, Almeria, Spain, has returned home after visiting the trade in this country.

LEON LEVI, Max Factor & Co. secretary, has returned to Hollywood following a three months' business trip to Europe.

CHRISTINE LAUER who has been associated with the Y-Age Cosmetic Co. for 28 years as traveling representative and otherwise, has resigned.

CHARLES BRYAN, Firmenich & Co. New York has been conferring with executives of Firmenich & Cie., in Geneva, Switzerland.

MISS KAY McHENRY has been appointed West Coast Sales representative for Jacqueline Cochran, Inc.



How to produce more popular products

Always remember—Never forget

NORDA MAKES GOOD SCENTS

Come to Norda if you want to make good scents pay off. Norda knows your needs. Norda scents make sales. Write today, right away, for free samples and catalogue.

Norda ESSENTIAL OIL AND CHEMICAL COMPANY, INC.
601 West 26th Street, New York 1, N. Y.
CHICAGO LOS ANGELES ST. PAUL MONTREAL
TORONTO HAVANA MEXICO CITY
LONDON PARIS

Look for the cover ad on **WIRZ** tubes in next month's...

American Perfumer and ESSENTIAL OIL REVIEW
COSMETICS - SOAPS - FLAVORS

A NEW DIMENSION IN TUBE DESIGN BY **WIRZ**

ALBERT BEHRENS has been named coordinator of advertising, display and publicity for Charles Antell, Inc.

JAMES A. BARNETT has been elected consumer relations vice-president for Lever Brothers Co., and a member of the board of directors; J. L. DAMPIER has been elected marketing vice-president for the Lever Division.

SYDNEY L. MIER, Max Factor & Co. export sales and promotion executive, conferred for two weeks at the Hollywood home offices, following three years in England and Europe. He is scheduled to stay at the company's branch in Sydney, Australia.

JOSEPH WORPENBERG was presented with a diamond service pin by JOHN J. EMERY, president of Emery Industries, in recognition of the former's 50 years of service with the company.

DR. H. R. KREIDER has been named associate director of the

Scientific Laboratories of Wm. S. Merrell Co.; DR. ROBERT S. JUSTICE has been appointed head of the pharmaceutical research department; and ARNE E. STENSBY is the new associate chief of Professional Service.

JOHN LINDSAY WARWICK has been appointed Harriet Hub-



John Lindsay Warwick

bard Ayer headquarters sales supervisor.

AL WELZEL has been appointed Houbigant promotion manager.

DR. H. SALFIELD, Valhalla (N.Y.) consulting chemist, has been appointed representative of a Bavarian news agency.

HUGO BELL, Bourjois president, has been designated chairman for the perfume industry in a special drive for the National Assn. for Mental Health.

JACK ROSEN, vice-president of Charles Antell, Inc. and NHA of Baltimore was recently married to MISS CLAIRE BLOOM. They will make their home in Baltimore.

MICHAEL HARRIS, vice-president in charge of export trade for Max Factor & Co., has returned to his home office after a flying one-week visit to Honolulu to confer with company representatives there.

EDWARD KRIEGER, formerly with the S. S. Wedel Co., San Francisco, Cal., west coast representatives for Jean Nate, Inc., New York, has been appointed southwestern representative for Jean Nate Inc.



CONSOLIDATED
Established 1858 **FRUIT JAR CO.**
NEW BRUNSWICK, NEW JERSEY

SHEET METAL GOODS : SPOUTS : SPRINKLER TOPS : DOSE CAPS



- PURE WHITE
- EXTRA QUALITY
- ABSOLUTELY PURE
- ABOVE U.S.P. STANDARDS

● Samples will gladly be sent on request—at no obligation

Serving the Trade for 100 Years

THEODOR LEONHARD WAX CO., INC.
HALEDON, PATERSON
Western Distributor: A. C. Drury & Co., 219 E. North Water St., Chicago, Ill.
NEW JERSEY

Use **LABELS & SEALS** ...

FAITHFUL SERVICE *by* **JOHN HORN** FOR OVER FORTY YEARS

for greater sales appeal

**METAL • EMBOSSED
ENGRAVED**

DIE STAMPING FOR BOXMAKERS

JOHN HORN 835-839 TENTH AVE., NEW YORK 19, N.Y.
DIE STAMPING ENGRAVING EMBOSHING

Telephone: **COLUMBUS 5-5600** ★ Cable Address: **HORNLABELS NEW YORK**

HAROLD G. ROBINSON, vice president in charge of operations of Whittaker, Clark & Daniels, Inc., New York, N. Y., was married June 2 in the Riverside Church, New York to Mrs. Dorothy McKnight of New York and formerly of Los Angeles, Cal. Following a honeymoon in Hawaii Mr. and Mrs. Robinson will be at home after July 15 at Rockville Centre, L. I., N. Y. Mr. Robinson has been connected with Whittaker, Clark & Daniels for 35 years.

DAVID BENNETT, president of Albert Verley & Co., Inc., New York and Chicago, has returned from a European trip.

A. L. VAN AMERINGEN, Van Ameringen-Haebler, is expected to return from his European trip the middle of August.

JACOB RECK, executive vice president of the National Beauty and Barber Manufacturers' Assn., is back at his desk again after a six weeks automobile tour of Europe with Mrs. Reck. While in Europe where he made several addresses before industry groups, an arrange-

ment was made for him to meet Gen. Dwight Eisenhower. However Gen. Eisenhower left for a tour of the NATO the day before Mr. Reck landed in France. Nevertheless, Mr. Reck had an enjoyable visit with Ike's aide, Gen. Anthony Drexel Biddle.

JOSEPH D. NELSON, executive vice president, Andrew Jergens Co. declared that there is no foreseeable shortage of essential oils on his return from a trip to North Africa, Italy, Portugal, Spain, France, Ireland, Sweden and Norway. While on his trip Mr. Nelson made arrangements for engineers of his company to study the space and time saving features of a continuous French soap process.

LEE H. BRISTOL, president of Bristol-Myers Co., was awarded the honorary degree of LL.D. by Hamilton College at the 1952 commencement.

PANOS LANITIS has been elected chairman of the board of directors of Lanitis Bros. Ltd., Limassol, Cyprus, distillers of essential oils



Panos Lanitis

and general manufacturers, to succeed the late Nicholas P. Lanitis. Mr. Lanitis, the new chairman is 60 years old and has been a director of the firm since its foundation in 1942.

H. GREGORY THOMAS, president, Chanel Inc. is summering in Europe.



How to produce
more popular products

Always remember—
Never forget

**NORDA MAKES
GOOD SCENTS**

Come to Norda if you want to make good scents pay off. Norda knows your needs. Norda scents make sales. Write today, right away, for free samples and catalogue.

Norda ESSENTIAL OIL AND CHEMICAL COMPANY, INC.
601 West 26th Street, New York 1, N. Y.

CHICAGO LOS ANGELES ST. PAUL MONTREAL
TORONTO HAVANA MEXICO CITY
LONDON PARIS



**ALWAYS
DEPENDABLE!**

**CERTIFIED
COSMETIC COLORS**

THOMASSET QUALITY COLORS

•

PHTHALOCYANINE BLUES

•

ALL OXIDE COLORS
C.P. RED IRON OXIDE
OCHRES • UMBERS • SIENNAS

Send for Complete List of Products

**WHITTAKER
CLARK &
DANIELS, INC.**

1881

D & C DEPT. A
260 West Broadway
New York 13, N. Y.

CANADIAN REPRESENTATIVE
Richardson Agencies Ltd. 454 King St. W. Toronto

JOHN M. VOLKHARDT will take over the newly created post



John M. Volkhardt

of merchandizing manager at Northam Warren Corp. GORDON CHENEY will assist him. Elaborate plans for future promotional tie-ins have been completed.

EDWARD A. SPORT, president of the Edward A. Sport Laboratories, South Weymouth, Mass. has been visiting the trade in the metropolitan area. His company supplies beauticians and hairdressers with salon preparations throughout the country. It also markets Lady Hilda beauty aids through re-

tailers. Distribution of these products extends from Okinawa to Germany as well as the United States. Mr. Sport was formerly on the technical staff of E. I. duPont de Nemours & Co. He has been active in the industry for over a quarter of a century and is a member of the Boston Chamber of Commerce.

EDWARD K. MULLEN has been appointed sales manager of the boxboard division of the Robert Gair Co., manufacturers of folding cartons, paperboard and shipping containers.

WALTER A. CONKLIN, former president of the Foragers is recuperating from an operation in Doctors' Hospital, New York.

JACQUES MASSON, formerly of Ph. Chaley Inc. is resting at home following his discharge from the hospital after an automobile accident in New York several weeks ago.

GEORGE CADGENE, formerly purchasing agent for Givaudan-Delawanna, Inc. is now associated with Trubek Laboratories.

OSCAR OLIN has been appointed director of syndicate and



Oscar Olin

variety store sales by Charles Antell Inc., Baltimore, Md. manufacturers of Formula 9 and Charles Antell shampoo. He was formerly with Ferd. Muhlen Inc., Northam Warren Corp. and Elizabeth Arden, Inc.

DR. CLARKE E. DAVIS, former president of the Flavoring Extract Manufacturers Assn. has tossed his hat into the political ring and is running for office as representative in the Michigan state legislature. As an orator he has few peers.

concentrated oils

terpeneless oils

aromatic oils

essential oils

perfume bases

polak's frutal works

middletown, new york

Branch Office: Chicago, Illinois

Agents in all principal cities



**for UNIFORM PURITY
UNIFORM TEXTURE
UNIFORM WHITENESS**



Specify
BEEHIVE BRAND
Beeswax

Experimental data and practical manufacturing experience of nearly 100 years' specialization in beeswax and beeswax compounds are at your service without cost or obligation. Write about your beeswax problems to **WILL & BAUMER CANDLE CO., INC., Syracuse, N. Y. Est. 1855**

Spermaceti—Ceresine—Red Oil—Yellow Beeswax—Composition Waxes—Stearic Acid—Hydistear

BENSON STORFER, Corday, New York, is enjoying a business and pleasure trip in Europe.

PHILIP KALECH, formerly sales manager for Bymart-Tintair Inc. is planning a trip to Europe.

GASTON deHAVENON, Ann Haviland, is vacationing in Europe.

SAMUEL RUBIN, president of Faberge Perfumes, has accepted the chairmanship of the 1952 Joint Defense appeal campaign in the drug and cosmetics industries.

chased by the grandfather of Mr. Schlienger. The latter directed the



Emile Schlienger

Obituary

Emile Schlienger

Emile Schlienger, head of the house of Bertrand Freres, Grasse, France who was well known in the United States died suddenly at his home in Grasse, June 21 at the age of 78 years.

The house of Bertrand Freres was established in 1858 and was pur-

affairs of the well known floral products concern for over thirty years. As his sons Hubert, Andre and Jacques completed their education they joined the concern and assisted their father in directing its affairs. Hubert Schlienger established an American agency in New York and represented the company in the United States. In fact he just returned from a visit to his father in Grasse when he learned of his death and immediately returned home. Mr. Schlienger is survived by his widow and three sons. Throughout the industry both abroad and in

the United States Mr. Schlienger was highly respected for his work in advancing the interests of the perfume and allied trades; and he will be missed.

Dr. Otto H. Sobell

Dr. Otto H. Sobell, formerly chief chemist and production manager for the H. R. Laboratories and prior to that technical director for the J. R. Watkins Co., Winona, Minn. and research chemist for the Revlon Corp. died June 19, at the age of 45 years.

Dr. Sobell took the degree of chemical engineer from the Institute of Technology of Vienna in 1928. Two years later he took the degree of Doctor of Chemistry from the University of Vienna. In 1934 he also was awarded a degree by the Sorbonne in Paris for research work on homocyclic compounds in collaboration with Prof. J. Wagner.

His business career abroad included service with Feralli-Unger in Vienna; Maurice Blanchet in Paris and the Zeileis Corp. Ltd. in Rome.

He is survived by his widow, a son and a daughter.

MOULDS

LIPSTICK • SANITARY LIPSTICK
• STYPTIC PENCILS •
SUPPOSITORIES • MASCARA

PROGRESSIVE LABELING MACHINE, Inc.

137 West 22nd St., New York 11, N. Y.

ROUGE • COMPACT POWDER

also

PUNCHES FOR TABLETS

DIES

MOULDS
For
LIPSTICKS
MASCARA
SUPPOSITORIES
STYPTIC PENCILS
and
DIES
for
ROUGE
COMPACT POWDER
Write for Catalog
A. CAVALLA, INC. 163 WEST 18TH STREET, NEW YORK, 11, N.Y.



How to produce
more popular products

Always remember—
Never forget

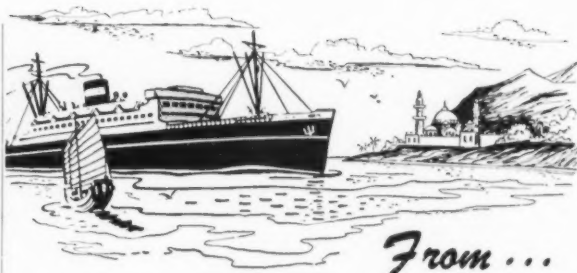
NORDA MAKES GOOD SCENTS

Come to Norda if you want to make good scents pay off. Norda knows your needs. Norda scents make sales. Write today, right away, for free samples and catalogue.

Norda

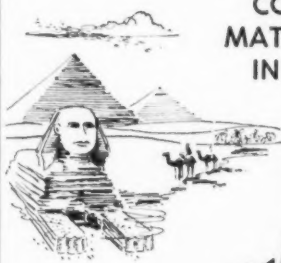
ESSENTIAL OIL AND CHEMICAL COMPANY, INC.
401 West 26th Street, New York 1, N. Y.

CHICAGO LOS ANGELES ST. PAUL MONTREAL
TORONTO HAVANA MEXICO CITY
LONDON PARIS



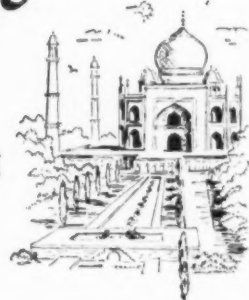
LANDS BEYOND THE SEAS

COME THE PRICELESS
MATERIALS USED
IN FORMULATING



*Fragra-scents**

* FINE
PERFUME
BASES



in

MODERNE
EXOTIC
BOUQUET
FLORAL
Types



Neumann,

MANUFACTURED BY:

Buslee &

5800 Northwest Highway
Chicago 31, Illinois

Telephone ROdney 3-1130

Wolfe, inc.

Merchants * Importers * Manufacturers
ESSENTIAL OILS • AROMATIC SPECIALTIES
PERFUME CONCENTRATES • FLAVORS • WAXES

Market Report

Prices Expected to Stabilize

WHILE facing the usual vacation period, when industrial plants close down or curtail operations for repairs, the general outlook in essential oils and aromatic chemicals is regarded as promising. Price developments over the past month served to lift hopes since a number of articles that had previously shown weakness developed a somewhat steadier tone.

Aromatic Chemicals

In the aromatic chemical market, there was renewed uncertainty regarding the availability of certain basic chemicals made at cokeovens. There was a growing fear that should cokeoven operations continue to be shut down as the result of the steel situation, continued loss in production would be seriously felt by Fall when general industrial demands improve. Several of the oils that are used in the manufacture of aromatic chemicals appeared to have reached a turning point at the lowest levels in more than a year.

Other supporting factors to a firmer price outlook was the strength in mint oils on the eve of another new crop. Lemon oil and lemon terpenes were scarce, and several other articles of domestic origin displayed considerable strength.

Glycerine

Crude glycerine prices displayed a hardening trend due to the loss in production of synthetic material and some broadening in demand for refined. The petroleum strike crippled production of synthetic glycerine early in May and latest trade reports indicate that the loss in output should far exceed earlier estimates of 4,000,000,000 pounds.

Production of synthetic alcohol

was likewise affected. The loss in alcohol production came at a time when the alcohol industry was struggling along on grains and other raw materials to resist the high 20 cent a gallon price of Cuban molasses.

Molasses production has been placed at 400,000,000 gallons in Cuba this year in contrast to 265,000,000 gallons last season. Very little if any material has been purchased for the account of industrial alcohol producers because of the price of 20 cents a gallon named by the Cuban selling agency early this year.

The last price break in alcohol of 20 cents a gallon was made possible by the appearance of increasing quantities of synthetic alcohol into the market. Thus the sharply reduced output of synthetic alcohol at a time when producers are skating along on thin basic material stocks place the alcohol industry at a disadvantage in resisting the 20 per cent molasses price quoted by the Cubans. Alcohol producers maintain that Cuban molasses will have to drop to around 10 to 12 cents a gallon before they can afford to purchase their anticipated requirements.

Mint Oils

The strength in mint oils in the face of another new crop served to create considerable interest in trade circles. Because of a greater consumption, mid-western producers of spearmint found that their remaining stocks of last years oil had been badly depleted. As the result of this situation prices responded to higher levels here and in the country. Fair size offerings of peppermint oil continued to be noted from the country but local dealers pointed out that only a very small

percentage of the offerings was high test material. The coming crops of spearmint and peppermint are expected to be normal due to favorable weather conditions.

Lemongrass oil is believed to be working into a steadier position, and its extended use should tend to prove a supporting factor to the general tone. At their lowest price levels in some time, all varieties of citronella oil are believed to be attractive and in the opinion of most dealers, represent excellent buying opportunities.

Soap Oil and Fatty Acids

In the soap oil and fatty acid group, copra turned more active. The increased demand, coming largely from Europe, was accompanied by an upward trend in prices. This in turn was reflected in coconut oil and several other closely related items. The trend in tallow and grease proved highly irregular over the past month but closing prices indicated a tone of strength in both items that was not apparent during the preceding period under review. Shipments of red oil and stearic acid were reported moving in greater volume and both articles reflected the firmness of basic oils and fats.

Vegetable waxes were featured by an upward trend in carnauba. This was attributed to the crop financing plan in Brazil rather than by any upturn in demand. In fact, large consumers have been resisting the high prices prevailing for carnauba wax. In the face of the latest turn of events trade observers fear the use of extenders and substitutes will be further encouraged and that Brazil's crop supporting plan at high prices will eventually lead to a further reduction in the consumption of this material.



(His business paper . . . of course)

Maybe you get more fun fishing for facts than for flounder. Many people do. It's good sport latching onto new facts, fresh ideas, the solution to tough problems . . . in your business paper. It's good reading. And fun or not, it's *required* reading. That's why the **Best Informed Men in your Field** rarely miss an issue. They can't afford to.

There never was a time when business changes came so fast. And this business paper of yours has never been as important to you as it is today. The busier you are, the more you need it to scout the field for you, for what's new and what's coming . . . to dig into the why and how of new methods and weigh their value. Read every issue

thoroughly . . . both editorials and ads. Both are crammed with news and how-to-do-it, where-to-get-it data to keep you one of the **Best Informed Men in your Field**.

The business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. This means it is a *paid*-circulation paper which must *earn* its readership by the quality of its editing. It is one of a leadership group of business papers that work together . . . in editorial conferences and many a study and service project . . . to add new values, new usefulness, new ways to make the time you give to your business paper still more *profitable* time.

NEXT ISSUE the Best Informed Men in your Field will be reading . . .

. . . these and other illuminating articles on every aspect of your field . . . soaps, flavors, cosmetics, research, essential oils, and production. For instance:
Soaps: "Improving the Quality of Liquid Soap" by Paul Smith.
Flavors: "Nomenclature of Flavor Materials" by Morris B. Jacobs, Ph. D.
Cosmetics: "The Action of Oxidation Hair Dyes" by Dr. H. Heilingotten.
Research: "Chlorophyll in Dentifrices" by Dr. Louis

C. Barail.
Essential Oils: "Useful Oils From North American Evergreen Trees" by Jules Saman.
Production: "How to Correct Electric Motor Troubles" by Ernest W. Fair.
 Reading is learning. Reading about your business is learning about your business. Keep in touch with every movement within your field—be among the best informed men in your field—by reading every issue of

THE AMERICAN PERFUMER

A Moore Publication
 48 West 38th Street — New York 18, N. Y.

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS



PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

All prices per lb. unless otherwise specified.

Almond Bit, FPA per lb.	3.25@	4.25	Java	1.10@	1.25	Marjoram	3.50@	3.80
Sweet True	.58@	.85	Java type	.60@	.75	Neroli—		
Apricot Kernel	.50@	.65	Cloves, Zanzibar	5.00@	5.25	Haitian	90.00@	110.00
Amyris	1.90@	2.25	Madagascar	5.20@	5.65	French	180.00@	192.00
Angelica Root	115.00@	150.00	Copaiba	2.25@	3.00	Nutmeg, East Indies	3.85@	4.20
Anise, U.S.P.	1.85@	2.50	Coriander	23.50@	26.00	Ocotea Cymbarum	.70@	.85
Aspic (spike) Span	1.45@	1.90	Croton	4.50@	5.25	Olibanum	5.75@	7.50
Avocado	1.00@	Nom'l.	Cumin	5.25@	6.25	Opopanax	45.00@	48.00
Bay	1.55@	2.10	Dill—			Orange, Florida	2.00@	2.35
Bergamot	15.50@	17.00	Weed	4.00@	4.50	Brazilian	1.50	Nom'l.
Artificial	3.00@	4.25	Seed	6.00	Nom'l.	Calif., exp.	1.95@	2.75
Birchtar, crude	1.25@	1.35	Erigeron	6.50@	7.00	Distilled	1.10@	
Birchtar, rectified	2.50@	3.00	Eucalyptus 80-85%	1.10@	1.45	Origanum, rectified	2.25@	3.00
Boise de Rose	4.25@	4.50	70-75%	.95@	1.30	Orris Root, concrete (oz.)	7.00@	10.00
Cajeput U.S.P.	2.45@	2.70	Fennel, Sweet	2.70@	3.20	Concrete, extra	10.50@	15.00
Cajeput (technical)	1.95@	2.10	Garlic (oz.)	6.25@	6.80	Patchouli	7.50@	10.00
Calamus	20.00@	25.00	Grapefruit	2.55@	3.00	Pennyroyal, Amer.	4.10	Nom'l.
Camphor "White"	.25@	.50	Geranium, Rose, Algerian	16.50@	25.00	European	2.50@	4.10
Cananga, native	9.75@	10.35	Bourbon	15.50@	20.00	Peppermint natural	7.30@	7.60
Rectified	11.75@	12.75	Turkish	7.00@	7.75	Redistilled	7.75@	8.20
Caraway	3.85@	5.00	Ginger	15.75@	18.50	Petitgrain	3.00@	3.75
Cardamon	50.00@	62.50	Guaiac (Wood)	1.90@	2.25	Pimento, Berry	4.80@	5.50
Cascarilla	35.00@	40.00	Hemlock	2.25@	2.80	Leaf	2.65@	3.15
Cassia, rectified, U.S.P.	5.00@	5.75	Juniper Berry	2.75@	3.50	Pinus Sylvestris	2.75@	3.25
Cedar leaf U.S.P.	2.35@	3.50	Laurel leaf	10.00@	12.00	Pumilio	2.90@	3.60
Cedar Wood	.55@	.70	Lavandin	2.85@	4.00	Rose, Bulgaria (oz.)	42.25@	58.00
Celery	16.50@	20.00	Lavender, French 40-42%	6.00@	8.25	Synthetic, lb.	30.00@	35.00
Chamomile Hungarian	255.00@	300.00	Lemon, Calif.	6.00@	6.25	Rosemary, Spanish	.85@	1.25
Cinnamon oil, Bark	28.00@	35.00	Italian	5.90@	8.50	Sage, Spanish	.90@	1.85
Leaf	2.25@	3.10	Lemongrass	1.40@	1.85	Sage, Dalmatian	10.00@	10.80
Citronella, Ceylon	.80@	1.00	Limes, distilled	7.50@	8.40	Sandalwood, N. F.	10.00@	11.25
			Expressed	7.75@	10.00	Sassafras—		
			Linaloe wood	3.85@	4.20	Artificial	.65@	.85
			Lovage (oz.)	10.00@	12.00	Snake root	31.00@	35.00
			Mace	3.65@	4.25	Spearmint	8.50@	8.90

Let Bush compounds

add sunshine

to your products

W. J. BUSH & CO., Inc.

19 West 44TH STREET, NEW YORK 36, N. Y. • MUrray Hill 7-5712

Spruce	2.25@	2.75
Sweet birch Southern	2.25@	3.00
Northern	4.95@	8.00
Tansy	8.85@	9.10
Thyme, red	2.00@	2.65
White	2.35@	2.90
Valarian, extra	75.00@	88.00
Vetiver—		
Bourbon	23.50@	27.00
Haitian	20.00@	25.00
Java	35.00@	38.00
Wintergreen, Southern	3.35@	15.00
Northern	5.85@	13.50
Wormseed	8.00@	8.50
Wormwood	6.35@	6.50
Ylang Ylang, Bourbon	18.00@	25.00
Haitian	12.85	Nom'l

TERPENELESS OILS

Bay	2.90@	3.60
Bergamot	20.00@	24.00
Grapefruit	42.00@	58.00
Lavender	11.00@	15.00
Lemon	52.00@	60.00
Lime, ex.	80.00@	90.00
Distilled	60.00@	62.00
Orange sweet	142.00@	175.00
Peppermint	15.25@	16.00
Petitgrain	5.50@	6.40
Spearmint	12.50@	14.25

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.15@	2.50
Acetaphenone	1.60@	1.80
Alcohol C 8	1.95@	2.25
C 9	12.50@	13.00
C 10	2.00@	2.30
C 11	13.85@	14.50
C 12	15.25@	15.85
Aldehyde C 8	9.00@	11.00
C 9	17.10@	17.30
C 10	7.75@	8.00
C 11	18.60@	20.00
C 12	15.25@	15.85
C 14 (Peach so-called)	6.85@	7.50
C 16 (Strawberry so-called)	5.85@	6.20
Amyl Acetate48@	.70
Amyl Butyrate	1.00@	1.25
Amylcinnamic Aldehyde	2.20@	2.40
Amyl Formate	1.00@	1.25
Amyl Phenylacetate	3.75@	4.10
Amyl Propionate	1.25@	1.60
Amyl Salicylate90@	1.00
Amyl Valerinate	2.00@	2.35
Anethol	1.50@	2.50
Anisic Aldehyde	2.50@	2.90
Anisyl Acetate	6.00@	6.75
Benzyl Acetate75@	.85
Benzyl Alcohol78@	.85
Benzyl Butyrate	1.75@	2.00
Benzyl Cinnamate	3.30@	3.60
Benzyl Formate	2.00@	2.30
Benzophenone	1.75@	2.00
Benzyl-isoeugenol	10.25@	11.00
Benzyl Propionate	1.60@	2.20
Benzyl Salicylate	1.90@	2.10
Benzylidene Acetone	2.00@	2.75
Bromstyrol	5.75@	6.35
Butyl Acetate, normal	19¼@	20¼
Cinnamic Alcohol	2.40@	3.50
Cinnamic Aldehyde	1.25@	1.40
Cinamyl Acetate	3.75@	4.50
Citral, C. P.	4.00@	5.80
Citronellol	2.20@	2.65
Citronellyl Acetate	2.75@	3.40
Citronellyl Butyrate	5.50@	6.00
Citronellyl formate	6.45@	6.80
Coumarin	2.95@	3.50
Cuminic Aldehyde	6.00	Nom'l
Diethylphthalate	33¾@	.40
Dimethyl Anthranilate	5.75@	6.00
Diphenyl Methane	1.15@	1.30
Diphenyl Oxide60@	.75
Ethyl Acetate35@	.38
Ethyl Benzoate85@	.90
Ethyl Butyrate80@	.95

Ethyl Capronate	2.20@	3.15
Ethyl Cinnamate	2.45@	2.80
Ethyl Formate70@	.80
Ethyl phenylacetate	1.20@	1.35
Ethyl Propionate90@	1.00
Ethyl Salicylate	1.00@	1.50
Ethyl Vanillin	6.75@	7.30
Eucalyptol	2.25@	3.00
Eugenol	3.75@	4.10
Geraniol, dom.	1.40@	2.40
Geranyl Acetate	1.70@	2.15
Geranyl Butyrate	5.00@	5.75
Geranyl Formate	5.00@	5.80
Guaiac Wood Acetate	4.65@	5.00
Heliotropin, dom.	3.50@	3.90
Hydrotropic Aldehyde	6.30@	6.85
Hydroxycitronellal	6.10@	6.90
Indol, C. P.	19.25@	19.75
Iso-borneol	1.65@	1.80
Iso-butyl Acetate85@	1.50
Iso-butyl Benzoate	1.10@	1.50
Iso-butyl Salicylate	2.15@	3.00
Iso-eugenol	4.75@	5.20
Iso-safrol	2.10@	2.80
Linalool	6.35	7.00
Linalyl, Acetate 90%	5.85@	6.25
65-70%	4.85@	5.25
Linanlyl Formate	12.25@	13.00
Linalyl Propionate	11.00@	11.55
Menthol—		
Brazilian	6.15@	6.25
Japanese	7.35@	7.50
Synthetic	6.80@	7.50
Methyl Anthranilate	2.40@	2.65
Methyl Anthranilate extra	2.75@	3.10
Methyl Benzoate60@	2.25
Methyl Cinnamate	1.75@	2.25
Methyl Heptenone	7.15@	8.00
Methyl Heptine Carbonate	40.00@	53.00
Methyl Naphthyl Ketone	3.30@	3.65
Methyl Phenylacetate	1.20@	1.85
Methyl Salicylate50@	.65
Musk Ambrette	5.60@	5.70
Ketone	5.35@	5.60
Xylene	1.75@	1.90
Neroline (ethyl ether)	2.50@	2.80
Paracresyl Acetate	2.20@	2.75
Paracresyl Methyl Ether	2.50@	3.00
Paracresyl Phenyl-acetate	4.75@	5.40
Phenylacetaldehyde 50%	2.75@	3.25
100%	4.10@	4.65
Phenylacetic Acid	1.65@	2.25
Phenylethyl Acetate	1.80@	2.00
Phenylethyl Alcohol	1.75@	2.00
Phenylethyl Butyrate	4.20@	4.50
Phenylethyl Propionate	3.40@	4.00
Phenylethyl Salicylate	4.35@	4.80
Phenylethyl Valerianate	5.70@	5.90
Phenylpropyl Acetate	3.40@	4.20
Phenylpropyl Alcohol	2.90@	3.25
Safrol90@	1.25
Scatol (oz.)	2.65@	3.40
Styrollyl Acetate	1.75@	2.50
Thymol, crystals	3.65	3.75
Vanillin (clove oil)	5.50@	6.50
(guaiacol)	3.00@	3.25
Lignin	3.00@	3.25
Vetiver Acetate	47.50@	50.00
Violet Ketone Alpha	9.90@	10.25
Yara Yara (Methyl ether)	2.35@	2.80

BEANS

Vanilla beans—		
Bourbon	2.65@	3.20
Mexican, cut	2.85@	3.15
Mexican, whole	3.25@	3.75
Tahiti	2.40@	2.75
Tonka Beans Surinam	1.00@	1.10
Angostura	1.75@	1.80

SUNDRIES AND DRUGS

Acetone	10¼@	.14
Ambergris, ounce	8.00@	17.50
Balsam, Copaiba	1.50@	1.70
Peru	1.60@	1.80
Beeswax, bleached, pure U. S. P.76@	.78

Yellow, refined63@	.66
Bismuth, subnitrate	2.65@	
Borax, crystals, carlot ton	61.25@	81.25
Boric Acid, U. S. P., ton	129.00@	133.50
Calcium, Phosphate08@	.08¾
Phosphate, tri-basic06¾@	.07½
Camphor, pwd., domestic60@	.62
Castoreum, nat., cans	7.00@	10.00
Cetyl, Alcohol Extra	1.32@	1.37
Chalk, precip. bags, cts02¾@	.03
Cherry Laurel Water, jug, gal.	1.25	Nom'l
Citric Acid	28½@	.29½
Civet, ounce	4.45@	12.00
Cocoa butter, bulk74½@	.75
Cyclohexanol (Hexalin)30@	.32
Dextrine, white, cwt.	8.68@	8.83
Fuller's Earth, Mines ton	27.00@	30.00
Glycerin, C. P.34½@	.34¾
Soap lye, crude22@	—
Gum Arabic, pwd.18@	.20
Amber15@	.15½
Gum Benzoin, Siam	3.50@	3.85
Sumatra38@	.45
Gum Galbanum80@	.95
Gum Myrrh30@	.37
Henna, pwd.21@	.25
Kaolin05@	.07
Labdanum	4.10@	5.20
Lanolin, hydrous34@	.35
Anhydrous36@	.38
Magnesium, carbonate11¼@	.14
Stearate38@	.42
Musk, ounce	40.00@	50.00
Olibanum, tears20@	.25
Siftings16@	.18
Orange Flower Water, gal.	1.75@	2.25
Orris Root, Italian20@	.26
Paraffin06¾@	.07½
Peroxide (hydrogen U. S. P.)03¾@	.05
bbls.06¾@	.08¾
Petrolatum, white90@	1.50
Quince Seed11@	.14
Rice Starch60@	.65
Rose flowers, pale	1.50@	2.00
Rose Water, jug (gal.)	8.40@	8.45
Rosin, M. per cwt.46@	.52
Salicylic Acid	2.75@	2.80
Saponin No. 1	1.10@	1.40
Silicate, 40" drums, works, 100 pounds	1.60@	4.62
Sodium Carb.		
58% light, 100 pounds ..	3.35@	4.55
Hydroxide, 76% solid, 100 pounds34@	.37
Spermaceti	1.50@	1.85
Styrax45½@	.55
Tartaric Acid	3.00@	3.30
Tragacanth, No. 126¼@	.27¼
Triethanolamine	1.85	Nom'l
Violet Flowers37@	.39
Zinc stearate, U.S.P.19@	.20
Oxide, U.S.P.		

OILS AND FATS

Castor, refined, drums31½@	.32
Coconut, crude, Atlantic ports, tanks107½@	.11
Double distilled, drums20½@	.21¼
Corn, crude, Midwest, mill, tanks13¾@	.14¼
Corn Oil, refined, tanks ..	.16½@	.17
Cottonseed, crude tanks ..	.12½@	.13
Grease, white07@	.07½
Lard, Chicago11¼@	.11½
Lard, Oil, common, No. 1 drums10¼@	.12¼
Olive, edible (gal.)	2.15@	2.25
Peanut, crude tanks18½@	.19
Peanut, refined tanks21½@	.22
Red Oil, single distilled drums14@	.15¼
Double distilled16½@	.17¾
Stearic Acid		
Triple Pressed14¾@	.16
Double Pressed12½@	.13¾
Tallow, acidless, drums ..	.10@	.10½
Tallow, extra06½@	.06¾

CLASSIFIED ADVERTISEMENTS

Rates per line, per insertion: Business Opportunities, \$1.00; Situations Wanted and Help Wanted, 50c. Please send check with copy.

BUSINESS OPPORTUNITIES

WANTED: Cancelled-unshipped-rejected or overstocked toiletries, chemicals, drugs, solvents, pharmaceuticals, oils, pigments, etc. **CHEMICAL SERVICE CORPORATION**, 80-08 Beaver St., New York 5, N. Y. HANover 2-6970.

FOR SALE

FOR SALE: Colton 17A Tube Filling, Closing & Crimping Machine; Colton #4 Auto. Tube Closer and Clip Fastener; 1—Brightwood Box Machine; 9—Spiral Ribbon Mixers, 100# to 3000#; 40—Filter Presses, 12" x 12" to 42" x 42"; 1—Sperry 30 x 30" aluminum Filter Press; Standard Knapp Carton Gluer & Comp. Unit; 24 S/S Kettles up to 500 gal., some with agitators; 49 aluminum rectangular closed Tanks, 800, 600 & 200 gal. capacity. Send us your inquiries. **CONSOLIDATED PRODUCTS CO., INC.**, 14-15 Park Row, New York 38, N. Y. Phone: BArelay 7-0600. We buy your idle equipment.

FOR SALE: Viscosizers and homogenizers, completely rebuilt and guaranteed with late type stainless steel sanitary heads and pressure valves. Also rebuilt machines with standard heads and valves—or good used machines. Send for bulletin and prices. **Otto Biefeld Co.**, Watertown, Wis.



Miniature Perfume Bottles

from 1/8 dram to 1/2 oz.

HANDMADE GLASS NOVELTIES
MINIATURE GLASS FUNNELS
SPECIAL ORDER WORK

KENBURY GLASS WORKS

38 W. 32nd Street

New York 1, N. Y.



HELP WANTED

Sales Correspondent, versatile, preferably experienced in Essential Oils, Perfume Compounds and allied products. Reply giving full details and salary expected. Box No. 2950. The American Perfumer, 48 West 38th St., New York 18, N. Y.

WATCH FOR THE AUGUST SAMPLER

PROFESSIONAL SERVICE

"L'ART de la PARFUMERIE par EXCELLENCE"

DR. JEAN JACQUES MARTINAT

PERFUMER-CHEMIST CONSULTANT

Perfumes
Cosmetics
Toilet Articles
Soaps
Flavors

Creations of Highly Original Perfumes
Duplications of Most Difficult Fragrances
Unique Kind of Professional Services.

Kindly Inquire

333 WEST 52ND STREET, NEW YORK 19, N. Y.
TEL. PLAZA 7-3861

OUR CHEMICAL CONSULTANTS CAN HELP YOU In Cosmetic Formulation and Improvement

We likewise serve in Packaging Problems . . . Permeability and Dermatological studies . . . Organoleptic Panel Tests on Taste, Odor, Flavor Evaluation.

Write Today
for Booklet No. 3

"The Chemical
Consultant and
Your Business"

FOSTER D. SNELL, INC.
RESEARCH LABORATORIES
29 W 15th St. New York 11, N.Y.
WAterloo 4-8800
**EVERY FORM OF
CHEMICAL SERVICE**



LEBERCO LABORATORIES

Irritation Studies—Sensitivity Tests
Toxicity and Safety Tests on
Shampoos—Cold Wave Lotions—All Cosmetics
Pharmaceutical and Cosmetic Research
Hormone Assays—Bacteriological Studies

127 HAWTHORNE ST.,

ROSELLE PARK, N. J.

ALBERT B. PACINI, Sc.D.

Cosmetic Consultant

Processes

Products

208 N. Maple Ave., East Orange, N. J.

Tel.: ORANGE 2-7806

GEORGE W. PEGG Ph. C.

Consulting Chemist

MEDICINALS

COSMETICS

Specializing in Labeling and Advertising
to meet Federal and State Regulations
Appointments promptly arranged

57 Fourth Ave.

Telephone ORange 3-9007

East Orange, N. J.

Next month's issue of American Perfumer will inaugurate an entirely new feature which should be a definite aid to the industry.

It's called the SAMPLER and will be helpful to both reader and advertiser. Watch for it; we think you'll find it useful and informative.

The American Perfumer and Essential Oil Review

INDEX TO ADVERTISERS

Aceto Chemical Co., Inc.	—	Gair Co., Inc., Robert	—	Peerless Tube Co.	—
Alsoop Engineering Co.	—	Givaudan-Delawanna, Inc.	—	Penick & Co., S. B.	—
American Cholesterol Products, Inc.	61	Insert between	8-9	Pennsylvania Refining Co.	38
American Distilling & Mfg. Co.	—	Glyco Products	—	Perry Bros., Inc.	—
Aromatic Products, Inc.	—	Goldschmidt Corp.	facing page 8	Polak & Schwartz, Inc.	—
Asociacion de Productores de Aceites Esenciales	—	Gunning & Gunning, Inc.	—	Polak's Frutal Works	68
Association of American Soap & Glycerine Producers, Inc.	—	Halby Products	—	Progressive Labeling Machine, Inc.	69
Atlas Powder Co.	—	Hazel Atlas Glass Co.	—	Reheis Co.	—
Avon Products, Inc.	50	Hercules Powder Company	Back Cover	Richford Corp.	facing page 9
Berje Chemical Products, Inc.	—	Heyden Chemical Corp.	13	Ritter & Co., F.	—
Bopf Whittam Corp.	—	Horn, John	66	Robertet, Inc., P.	—
W. Braum Co.	64	Industrial Aromatic Co., Inc.	—	Robinson Wagner Co., Inc.	—
Bridgeport Metal Goods Mfg. Co.	—	Ising Corp., C. E.	—	Roubechez, Inc.	5
Bush & Co., Inc., W. J.	1, 73	Katz, Dr. Alexander & Co., Div of F. Ritter & Co.	—	Roure-Dupont, Inc.	8
Calmar Co.	—	Kenbury Glass Works	—	Saragin Institute for Olfactory Research, Inc.	—
Cameo Die & Label Co.	63	Kolar Laboratories, Inc.	—	Schimmel & Co., Inc.	54
Camilli, Albert & Laloue, Inc.	76	Lanitis Bros., Ltd.	14	Seovill Manufacturing Co.	—
Carr-Lowrey Glass Co.	—	Lautier Fils, Inc.	—	Sheffield Tube Corp.	—
Cavalla, Inc. A.	69	Leeben Chemical Co., Inc.	48	Shulton Corp.	46
Chiris Co., Inc., Antoine	7	Leonhard Wax Co., Inc., Theodor ..	66	Snell, Foster D., Inc.	75
Classified Advertisements	75	Lipette Company	—	Solvay Sales Div., Allied Chemical & Dye Corp.	—
Consolidated Fruit Jar Co.	66	Lueders & Co., George	2	Special Glass Products Co.	—
Cosmetic Laboratories, Inc.	—	Mack Molding Co.	—	Standard Cap & Molding Co.	—
Cosmetries, Inc.	—	Malmstrom & Co., N. I.	—	Sudbury Import Co.	—
Croda, Inc.	—	Mane Fils, V.	—	Sunkist Growers	6
DeLaire Aromatics	56	Martinat, Jean Jacques, Dr.	75	Synflour Scientific Laboratories, Inc.	9
DiSalvo Fine Perfumes Inc.	—	Maryland Glass Corp.	Front Cover	Syntomatic Corp.	58
Dodge & Olcott, Inc.	16	Mero & Boyveau	—	Tombarel Freres	12
Dow Chemical Co., The	—	Naugatuck Aromatics	42	Tombarel Products Corp.	12
Inside Back Cover	—	Neumann Buslee & Wolfe, Inc.	70	Turner White Metal Co., Inc.	—
Dreyer, Inc., P. R.	—	New York Aromatics Corp.	—	Ungerer & Co.	Inside Front Cover
Esrolko, Ltd.	—	Norda Essential Oil & Chemical Co. Inc.	63, 65, 67, 69	Van Ameringen Haebler, Inc.	10-11
N. V. Chemische Fabriek, "Naarden" ..	18	Northwestern Chemical Co., The ..	—	Vanderbilt Co., Inc., R. T.	—
Fairmont Chemical Co., Inc.	64	Orbis Products Corp.	—	Verley & Co., Albert	—
Felton Chemical Co., Inc.	44	Owens-Illinois Glass Co.	—	Insert between	52-53
Firmenich & Co.	Insert between 36-37	Pantone Press	—	Verona Chemical Co.	4
Fleuroma, Inc.	—	Parento, Inc., Compagnie	—	Voss Corporation, Karl	70
Florasynth Laboratories, Inc.	—	Parsons-Plymouth, M. W.	62	Whittaker, Clark & Daniels	67
French, Benjamin, Inc.	60	Peerless Tube Co.	—	Will & Baumer Candle Co., The ..	68
French Chamber of Commerce	—	Penick & Co., S. B.	—	Wirz, Inc., A. H.	69
Fritzsche Brothers, Inc.	—	Pennsylvania Refining Co.	38		



Mimosa

CAMILLI, ALBERT & LALOUE, S.A.

Grasse, France

Established 1830

MAXIMAROME

ABSOLUTES

<p>BROOM</p> <p>CARNATION</p> <p>CASSIE ANCIENNE</p> <p>CLARY SAGE</p> <p>CELERY</p> <p>CIVET 100%</p> <p>EAU DE BROUTS</p> <p>IMMORTELLE (Everlasting)</p> <p>JASMIN</p> <p>JASMIN BENZOL</p> <p>JASMIN POMMADES</p>	<p>JASMIN CHASSIS</p> <p>JASMIN ITALIAN</p> <p>JONQUIL</p> <p>LAVENDER</p> <p>LAVENDER Colorless</p> <p>LIATRIS</p> <p>MATE</p> <p>MELLILOT</p> <p>MIGNONETTE</p> <p>MIMOSA</p> <p>ESSENCE-OTTO-OF ROSE</p>	<p>NARCISSUS</p> <p>OAKMOSS</p> <p>OAKMOSS Colorless</p> <p>ORANGE FLOWER</p> <p>ORANGE FLOWER WATER</p> <p>ORRIS</p> <p>ROSE DE MAI</p> <p>STYRAX</p> <p>TUBEROSE</p> <p>VIOLET Leaves</p> <p>YLANG</p>
---	---	--



Jasmin

Above Natural Perfumers' Materials Stocked by Our American Affiliate

CAMILLI, ALBERT & LALOUE, INC.

14 E. 48th St., New York

Plaza 3-6070

Cable address: Maximarome



new specialties of synarome

(france)

*designed
for
the
perfumer*

Nerolior • Bulgarome

Bergamote S, (deterpence) • Ironarome

Jasmoide 153 • Rose De Mai Absolu S

COMPLEMENTING SUCH WORLD-FAMOUS SPECIALTIES AS

Ambrarome Absolu
Animalis

Cuir H. F.
Fleur de Muguet
Phenylal

Propiène
Teprene
Tillal

Tubereuse S
Veronyl

These new specialties are extremely versatile! As bases for entirely new perfumes, or as additives for balanced compositions, SYNAROME specialties truly support such adjectives as luxuriant, decorative and brilliant.

Write us on your company letterhead for complimentary samples.


THE DOW CHEMICAL COMPANY

Aromatics Division • 629 Grove Street • Jersey City 2, N. J.

Dow Chemical of Canada, Limited, Toronto, Canada



Exclusive Sales Representative for SYNAROME in the United States, Canada and Cuba



SHAMPOO

CONTROLS VISCOSITY, ENRICHES FOAM!
CLEANER, MORE MANAGEABLE HAIR!

New information on the use of cellulose gum

(Hercules® CMC) is now available upon request.

Based on recent research findings from Hercules and

Foster D. Snell, Inc., it lists the special advantages

of cellulose gum in new types of shampoo formulations.

HERCULES

CELLULOSE GUM

HERCULES POWDER COMPANY Cellulose Products Department, 924 Market Street, Wilmington 99, Delaware

INCORPORATED



CM52-13

